

**From:** Nic Baria [<mailto:NBaria@AccionChicago.org>]  
**Sent:** Thursday, August 29, 2013 12:11 PM  
**To:** Terri Friel  
**Subject:** Roosevelt University and small business needs

Dear Professor Friel,

My name is Nicolas Baria and I am an alumnus of Roosevelt's M.A. Economics program. I'm contacting you because I currently work with a CDFI which provides financial assistance for small businesses throughout the Chicagoland area, and I believe there may be an opportunity for Roosevelt students to become involved with assisting the small business community and gain valuable work experience at the same time.

The CDFI where I work, Accion Chicago, is dedicated to providing financing and technical assistance to Chicago's entrepreneurs. Through our microloan program we provide small business loans to business owners who are unable to attain financing from traditional lending institutions.

In my daily work I encounter small businesses owners that may be missing opportunities to grow or sustain their businesses because in some cases they are unfamiliar with social media outlets such as Facebook, Linked In, and Twitter. In today's market, having a basic knowledge of how to use and maintain these marketing tools to drive business is an essential skill for many small business owners.

Unfortunately, my organization doesn't have the capacity to service these ongoing needs, and there seems to be a lack of affordable and readily available social media marketing consulting services available to assist many of the small business owners we serve. This is where I see an opportunity for Roosevelt students to help.

Some of your students may have expertise in social media, which can be valuable to small business owners. I'd like to invite your students to consider forming a student run, social media marketing consultation service. Your students would have an opportunity to gain business marketing experience, as well as provide a valuable community service by helping entrepreneurs learn how to use social media to grow their businesses.

I am reaching out to you as an individual who has observed this market need, not as an official representative of Accion. However, if you or any of your students are interested in speaking to me about this, I would be more than happy to oblige.

Kind regards,  
Nicolas Baria  
[nbaria@accionchicago.org](mailto:nbaria@accionchicago.org)

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Nicolas Baria | Loan Officer | Accion Chicago  
1436 W. Randolph St. Suite 300 Chicago, IL 60607  
Phone: (312) 275-3000 x114 | Fax: (312) 275-3010 | [nbaria@accionchicago.org](mailto:nbaria@accionchicago.org)  
Accion has made more than 3,000 small business loans totaling \$24 million in Illinois and Northwest Indiana. We offer loans from \$500 - \$50,000 for businesses that qualify.

To learn more about our mission to help small business owners, visit us at [www.accionchicago.org](http://www.accionchicago.org).

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