



Leadership Council Orientation

Oct. 2025

Tools & Resources for
Amplifying NSBA's Advocacy
with **Your Small Business**



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Our Team

100+ Years of Leadership

The NSBA staff boasts more than 100 years collective experience on Capitol Hill.

Leadership Council Membership Team

Lauren Hausmann
Joel Brookmeyer
Susan Belisle
Kim Brown
Jim Ogle

Founded in 1937, **NSBA is a staunchly nonpartisan advocacy association** representing more than 65,000 Small-Business owners from across the country. With **NSBA members in every state from nearly every industry and service**, our primary focus is federal advocacy on Capitol Hill.

Working with federal regulators, policymakers, and the media every day, NSBA prides itself on prioritizing communications with our members, including real-time updates on Small-Business policies.

Together with our members, **NSBA has established itself as a go-to source on Small-Business data**, and we are privileged to further this legacy with corporate partners and enterprises across the country.

NSBAadvocate.org/about



Why Small-Business Matters

More than **70 million people** in the U.S. work for or run a Small Business, making up **99.7 percent of all employer firms.**

Small Businesses employ about **half of the country's private sector** workforce.

Small firms account for around **two-thirds of net new job creation** over the past 20 years.

Small firms produce **16 times more patents per employee** than large firms.



NATIONAL
LEADERS

Through NSBA programming and initiatives, **nearly 200 NSBA members personally know their Member of Congress**, and **more than 400 have met with their Member of Congress face-to-face.**

Active with many aspects of the Small-Business community, many NSBA members hold leadership roles in other associations, and **our most active 15 percent of members comprising NSBA's Leadership Council employ over 15,000 employees.**

Our Members

Additionally, **NSBA's members are above national Small-Business employment benchmarks**, with an average of 14 employees in member enterprises.

NSBA's Leadership Council is **represented in all 50 states plus the District of Columbia, Puerto Rico, Guam, and the Virgin Islands**, and Leadership Council members are represented in **87 percent of the 435 U.S. Congressional Districts.**



Priority Issues 119th Congress

- Extend Expiring Tax Cuts
- Extend the 199A Pass-Through Deduction
- Rein in the Costs of Health Care
- Repeal the Corporate Transparency Act (CTA)
- Improve Small Business Access to Capital
- Strengthen SBA's Office of Advocacy
- Eliminate Self-Employment Tax on Healthcare
- Support Robust Small Business Contracting
- Strengthening Small Biz Innovation Programs
- Strengthen SBA Lending

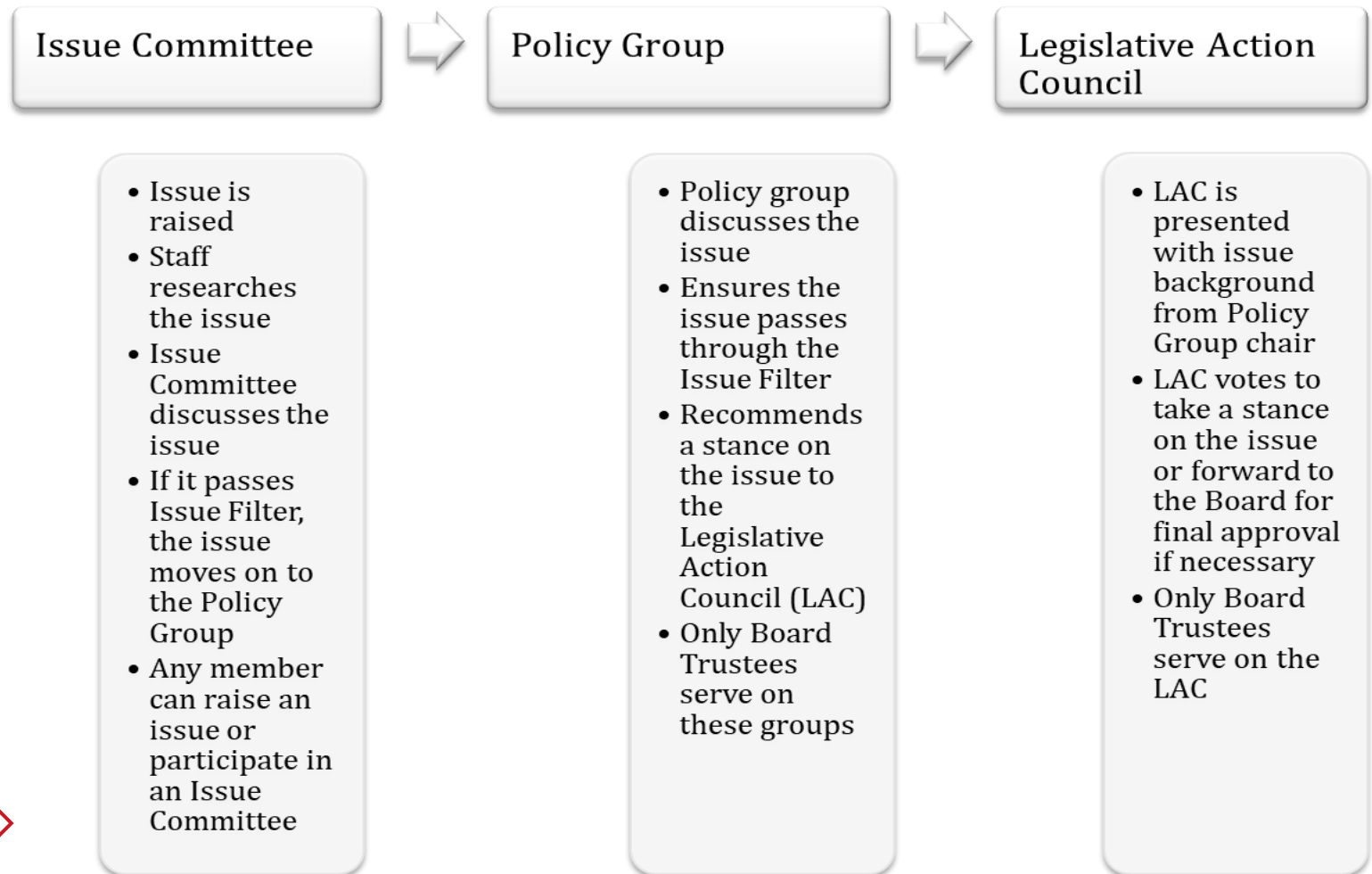
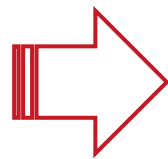
NSBA Policy Groups & Issue Committees



There are four **Policy Groups** responsible for formal policy recommendations comprised of NSBA Board Members. The Policy Groups work from the recommendations of four corresponding **Issue Committees**. Any member can serve on NSBA Issue Committees.

- *Economic Development*
- *Environment and Regulatory Affairs*
- *Health and Human Resources*
- *Tax and Budget*

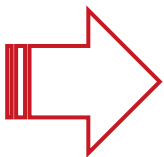
How an Idea Becomes an NSBA Policy





NSBA Issue Filter

In addition to presentation, contemplation, and ratification at Small Business Congress, NSBA members are welcome to bring any issue forward for consideration using the NSBA Issue Filter.



Is it a Small Business Issue?

- ☐ Is the issue a specific small business issue, or does the small-business perspective add value to a broader conversation?
- ☐ Does the issue have a broad impact on NSBA members, and do a significant number of members share the same position?
- ☐ Can our organization truly have an impact?
- ☐ Are there direct legislative or regulatory actions NSBA staff can take to impact the issue, or can we join the efforts of other groups taking a lead?

Activism Beyond Capitol Hill



NSBA's Regulatory Engagement

View all of NSBA's recent Regulatory Comments:

<https://www.nsbaadvocate.org/lct>

While NSBA is focused on engaging lawmakers and their staff to promote pro-small-business policies, NSBA has always been **active & engaged in the regulatory process.**

NSBA submits regulatory comments on a regular basis, engages with key agencies—including the SBA Office of Advocacy—and produces a **biweekly Regulatory Rundown to keep you in the loop** of what's happening across the D.C. Beltway.

Subscribe to NSBA's Regulatory Rundown [HERE](#).





Lobbying 101

- Identify lawmakers & key staffers [**\(here\)**](#)
- Begin building relationships in the office
 - Start with Small Business Legislative Aid
 - Have a specific “ask”
 - Explain the issue & broader impact [**\(use NSBA briefs\)**](#)
 - Offer up how you can help
 - Calling or email is fine
- Invite lawmaker and/or her staff to visit your place of business
 - Invite employees or other businesses to join the meeting
 - Download NSBA’s detailed guidelines [**\(here\)**](#)
- Interact on social media with the lawmaker – use restraint!

Where to
Start



Leadership Council

- Leverage relationships with lawmakers to highlight NSBA priorities
- Contact lawmakers on critical issues or votes as needed
- Contribute to policy solutions on an NSBA Issue Committee
- Participate in NSBA Events and Leadership Council meetings
- Complete NSBA surveys and requests for information on how your business is faring
- Respond to NSBA's requests for interviews by the media
- Weigh-in with lawmakers during Congressional Recesses about the small-business platform
- Provide insight to lawmakers and Hill staff as requested by NSBA

YOUR
ROLE



Leadership Council

- Sign up for the Leadership Council **private LinkedIn group**
- **Tell us your story**—submit a few short paragraphs about yourself and your business
- Join an **NSBA Issue Committee**
- Complete a press release to send to your local media
- Register for the NSBA's **Online Action Center**
- Reach out to Ian Elsenbach any time at:
ielsenbach@nsbaadvocate.org or (202) 552-2917

GET
STARTED



Online Resources

Issue Briefs

NSBA has nearly 40 researched, updated briefs on any number of issues.

NSBA | Issue Briefs

At the beginning of each new session of Congress, NSBA members gather to hear from thought leaders on countless issues facing small business, and then discuss, debate and ultimately vote on the organization's Top 10 Priority Issues for the coming two years.

[Download NSBA's 2023-2024 Issue Priorities](#)

[Economic Development](#)[Taxation](#)[ERA](#)[HHR](#)

BRIEF | Improve Access to Capital

[Read More](#)

Congress needs to protect and support the SBA's critical loan programs and increase the authorization level for SBA loans in order to prevent unnecessary stalls in lending.

Economic Development, Small Business Congress

IMPROVE ACCESS TO CAPITAL
BRIEF
DOWNLOAD

Check out our “Issues” page [here](#) or check out our Priority Issues [here](#).



NSBA's Action Center

Send an Alert

- 1) Find the alert you want to send (40+ to chose from) and open it
- 2) Enter your HOME address & information
- 3) Personalize the alert to show your business impact (employees, time in business, personal impact...)
- 4) Hit Send

NSBA Action Center

Compose Your Message

- US Representative

Please be sure to use personal examples where applicable, especially if you have participated in the SBIR/STTR programs.

Subject

Vote YES on Velazquez Amendment #135 to A

Message Body

Thank you for your consideration, and please vote YES to Velazquez Amendment #135 and don't let SBIR and STTR programs end.

Enter Your Info

Your Information

Prefix *

First Name *

Last Name *

Email *

Home Information

Street Address *

ZIP Code *

Enter Zip for **City** and **State**



Connect with Lawmakers

NSBA has crafted an exclusive alert specifically for Leadership Council to begin building your relationship with your lawmakers.

[Click Here](#) to personalize and send the alert.

Exclusive Leadership Council Alert

Compose First Message

- US Representative

Please be sure to include personal information about you and your business in the letter below.



Subject

Intro to Local Small-Business Owner

Message Body

I am writing to you today to introduce myself as a small-business owner from your district. I am a proud member of the National Small Business Association Leadership Council - the nation's oldest small-business advocacy organization - where we work to raise awareness about the biggest issues facing America's small businesses. We are a staunchly nonpartisan organization and as part of the Leadership Council, I take an active role in helping to shape

Compose Second Message

- US Senators

Subject

Intro to Local Small-Business Owner



Online Resources News & Data

THE **WEEKLY ADVOCATE**  **NSBA**
NATIONAL SMALL BUSINESS ASSOCIATION | SINCE 1937

NSBA Election Statement



NSBA applauds the winners of the 2024 elections and is urging policymakers on both ends of Pennsylvania Avenue to focus on the road ahead.

[Read NSBA's full statement here](#)

Regulations in Trump 2.0



Learn more about the key regulations NSBA has been tracking and working on, and how the new Trump administration is likely to address these various rules. Download the full tracker as of Nov. 6, 2024, [here](#).

[See the Regulations Tracker here](#)

POST-ELECTION RECAP WEBINAR

What's ahead for NSBA's Priority Issues for Small Business in the 119th Congress

[STAY INFORMED](#)




NSBA | Surveys

SURVEY | 2023 NSBA Economic Report

[Download](#)

With 86 percent of small businesses anticipating either a flat or recessionary economy today, the highest this indicator has been since 2011 at the height of the great recession, it is clear there is a true need for policy changes affecting the nation's small-business community.

Economic Development, Featured




SURVEY | Politics of Small Business 2022

[Download](#)

Every two years, prior to a national election, NSBA publishes its Politics of Small Business Survey. This year, as in past years, we found that small-business owners continue to be extremely engaged. Download this report to learn more.


Economic Development



SURVEY | Business Planning & Digital Utilization

[Download](#)

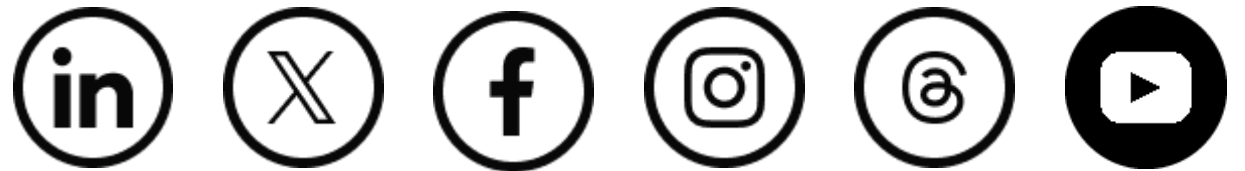
Small Businesses are working in different ways, relying more and more on digital connections and working to ensure their business can survive another major disruption.



NSBA has a great deal of resources for you, including: our Weekly Advocate, webinars, videos and podcasts, voting resources and research to name a few of the tools available!



NSBA has an active presence on Social Media – please take time today to follow **@NSBAAdvocate** on LinkedIn, X, Facebook, Instagram, and Threads. We need your help to spread our message – share, retweet, respond and make sure your networks are in the small-business loop!



Engage with NSBA Online

Share your story!

Visit **NSBAadvocate.org/Resources** for tools, insights, and guidance on how to share your story as a member of NSBA. We'd love to hear about your business, how you overcame challenges, about your meetings with lawmakers, and we can help you do this, if you'd like to learn more!



NSBA's Annual Events

NSBA has two key events - our **Small Business Congress**, where we develop the priority issues, and **Washington Presentation**, where NSBA Members visit Washington, D.C., to meet with Congress face-to-face to advocate for small business.





Washington Presentation

Meet With Lawmakers

Washington Presentation is NSBA's annual event, where small-business owners meet in D.C. for exclusive briefings and meet face-to-face with Congress on Capitol Hill to lobby their Reps. and Senators on our priorities.



[Review the Recap from WP 25](#)



NSBA members can take advantage of **exclusive savings** on critical business products and services. From computers to cyber insurance and insurance to work-from-home solutions, our corporate partners are here to help small business in big ways!

Exclusive NSBA Discounts





Leadership Council Orientation

Thank you! Let's get to work for Small Business!

NSBAadvocate.org