

LEADERSHIP COUNCIL HANDBOOK





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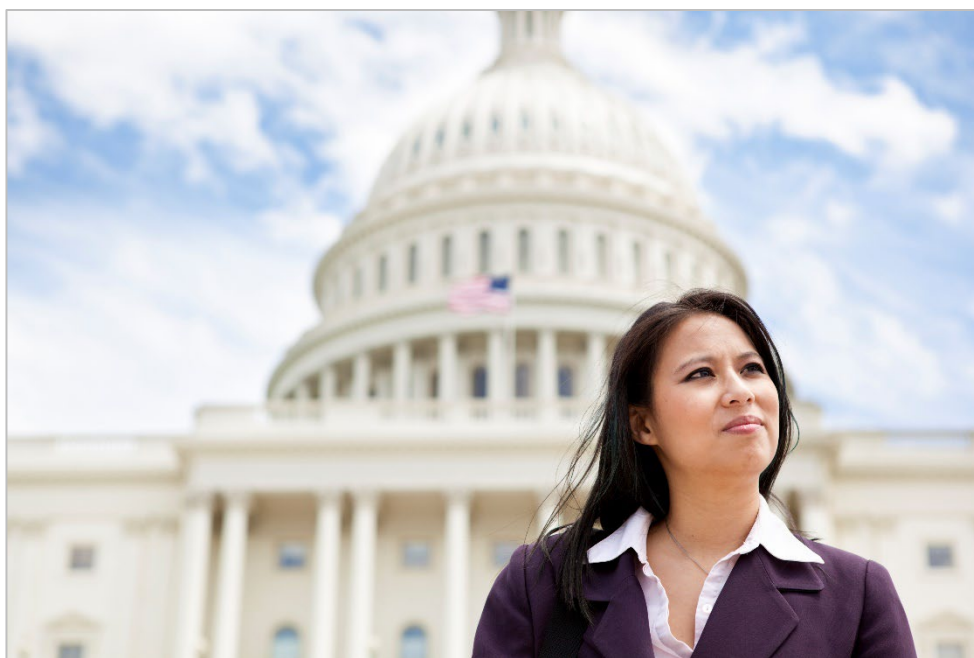
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Leadership Council Background

- **What is the Leadership Council?** The Leadership Council is a group of small business owners who make up NSBA's grassroots network. The Council was created at the direction of NSBA's Board of Trustees to expand the brand in all parts of the United States with a membership who is visible in the business community on a local, state or national level. The Leadership Council is working towards having representation in every congressional district with the hope of the member being a point of contact for small business issues with their Member of Congress (MOC).
- **Why have we reached out to you?** You have a personal relationship with your MOC or have met with them. We also reach out to those who know who their MOC is but have not met with them but have other attributes which we find desirable (i.e. hold leadership role in other associations, active in community, etc.)
- **What differentiates a Leadership Council member from a regular NSBA member?** Leadership Council members participate via invitation only and are vetted to ensure that the geographic region is represented. The Council is invited to participate with NSBA's Leadership at various times of the year.
- **What are the expectations of a Leadership Council member?**
 1. Leadership Council members are expected to contact their MOC when there is a critical vote or issue where small business needs to weigh in. This may be done electronically through NSBA's Action Center but most effective is direct contact. (i.e. telephone call, visit to local office, etc.)
 2. Join an issue committee – the committees (Economic Development, Environmental and Regulatory Affairs, Health and Human Resources, Tax) meet quarterly and will receive important correspondence if warranted outside of the quarterly meetings.
 3. Attend NSBA's Washington Presentation (typically in June) and the Small Business Congress (held following a national election cycle)
 4. Participate in NSBA Survey requests (2-4 surveys per year)
 5. Respond to NSBA's requests for interviews by the media.
 6. Get active during Congressional Recess where will receive guidance from NSBA Government Affairs staff.
 7. If you meet with your MOC, get a photo with them and send to NSBA

What do you get from the Leadership Council?

1. Opportunity to have a front row seat on Federal Policy
2. Non-partisan body who works on solutions for small business to improve the health of the economy
3. Participation/education through issues committees
4. One or two national meetings per year
5. Promote yourself and your business with a press release sent you upon joining which you may send to your local media, associations, etc.
6. Participation on Leadership Council may lead to a seat on the Board of Trustees (in one year 7 members have joined the board)
7. New friendships, collaboration, and possible customers!



“Other groups organize into associations, why not an association of small businesses from all over the nation! We’ll have our own House of Representatives, right in Washington,” 1937 - DeWitt McKinley Emery, Founder of NSBA

Issue Committees

Issue Committees meet quarterly via video meeting where they get an insider briefing on the key issues facing the committee, weigh in on those issues and then dig into key issues facing your business. We encourage all Leadership Council members to join one of these Committees.

Economic Development Committee



NSBA's Economic Development (ED) Committee oversees all issues relating to small-business finance and access to capital, including credit cards, lending, bankruptcy law, securities issues and venture capital. The committee also deals with federal small-business programs under the U.S. Small Business Administration as well as federal procurement initiatives and international trade, and also handles innovation and technology issues such as patent reform.

Environment and Regulatory Affairs Committee

NSBA's Environment and Regulatory Affairs (ERA) Committee oversees all issues related to regulatory reform, including the SBA Office of Advocacy, the Paperwork Reduction Act and Regulatory Flexibility Act and a variety of broad, regulatory reform efforts such as the National Regulatory Budget. This committee also deals with issues related to energy and the environment such as energy costs and efficiency, the Clean Air Act and fostering clean technology.



Health and Human Resources Committee



NSBA's Health and Human Resources (HHR) Committee oversees all issues having to do with health care and employee benefits, including the Patient Protection and Affordable Care Act, health benefits taxation, medical malpractice, health savings accounts and more. This committee also oversees all human resources and labor issues ranging from labor union relations to the Family Medical

Leave Act, retirement issues to immigration, and minimum wage to unemployment insurance.

Taxation Committee

NSBA's Taxation Committee oversees everything involving federal taxes and the IRS, including expensing, broad tax reform, the Fair Tax, and federal budgetary issues. The committee has played an integral role in some key tax changes in the past several years, including repeal of the burdensome 1099 reporting provision, temporary elimination of the self-employment tax on health care and reforming the estate tax.



NSBA Priorities for the 118th Session of Congress



1. **Extend Expiring Tax Cuts**

Lawmakers must begin work now to extend the many temporary provisions under the Tax Cuts and Jobs Act (TCJA) that expire in 2025 and, absent Congressional action, will result in a massive tax hike on small business. [Learn More](#)

2. **Support Robust Small Business Contracting**

NSBA supports reasonable reforms and policies that will further promote and facilitate small – business participation in the federal marketplace. [Learn More](#)

3. **Rein in the Costs of Health Care**

Congress must seek broad health care reform to reduce costs, provide universal access, improve quality, focus on individual responsibility and drive out unnecessary, wasteful and harmful care. [Learn More](#)

4. **Improve Access to Capital**

Policymakers need to expand lending opportunities and protect existing lending programs for small business and ensure the current economic climate doesn't result in an inability for small businesses to start, run and grow. [Learn More](#)

5. **Repeal the Corporate Transparency Act (CTA)**

In addition to NSBA's lawsuit against Treasury over the CTA, lawmakers should repeal the CTA which will force ONLY small businesses to report significant – and private – data to the IRS. Money laundering is bad, but CTA is not the way. [Learn More](#)

6. **Enact Tax Reform That Prioritizes Simplification**

Lawmakers should work to simplify the tax code for small businesses, creating stability and predictability in our tax laws, and moving toward greater parity in the treatment of various business forms. [Learn More](#)

7. **Improve Workforce Access & Training**

Hiring good employees is a major issue for small business and policymakers must ensure hiring is not hampered by unnecessary or unfair regulations and should look for ways to improve the skillsets employees bring to the table. [Learn More](#)

8. **Prevent the IRS from Targeting Small Business**

Policymakers must ensure the \$80B set aside for "IRS Enforcement" does not penalize small businesses for inadvertent mistakes due to the massively complex U.S. Tax Code – compliance assistance must be a priority. [Learn More](#)

9. **Reform the U.S. Immigration System**

Lawmakers should seek bipartisan compromise to pass much-needed immigration reform. Small businesses are struggling under a labor shortage and improving our immigration system could help greatly. [Learn More](#)

10. **Strengthen the SBA Office of Advocacy**

The administration must nominate a Chief Counsel for the SBA Office of Advocacy, which has been absent a Chief Counsel since 2017. Lawmakers must act quickly on any nomination and also provide ample resources for Advocacy. [Learn More](#)

Press Release Announcing Your Membership

<<YOUR FIRM LOGO>>

FOR IMMEDIATE RELEASE

<<DATE>>

Contact:

<<YOUR NAME>>

<<YOUR PHONE NUMBER>>

<<YOUR EMAIL ADDRESS>>

Local Business Owner <<YOUR NAME>> Named to NSBA Leadership Council

<<YOUR LOCATION>> - <<YOUR NAME, COMPANY NAME AND CITY>> was recently named to the National Small Business Association (NSBA) Leadership Council. NSBA is the nation's oldest small-business advocacy organization and operates on a staunchly nonpartisan basis. <<YOUR LAST NAME>>, a recognized leader in the small-business community, joins the NSBA Leadership Council alongside other small-business advocates from across the country as they work to promote the interests of small business to policymakers in Washington, D.C.

"As a small-business owner, I see daily the importance of being involved and active when it comes to laws and regulation," stated <<YOUR LAST NAME>>. "Joining NSBA's Leadership Council will enable me to take our collective small-business message to the people that need to hear it most: Congress."

<<BRIEF BACKGROUND ABOUT YOU - 2-3 SENTENCE PARAGRAPH>>

<<YOUR LAST NAME>> joined <<his/her>> the NSBA Leadership Council as part of his efforts to tackle the many critical issues facing small business, including tax reform, regulatory restraint, health care costs and how the Affordable Care Act will impact small business. The NSBA Leadership Council is focused on providing valuable networking between small-business advocates from across the country while ensuring small business a seat at the table as Congress and regulators take up key small-business proposals.

"I am proud to have <<YOUR FULL NAME>> as part of our Leadership Council," stated NSBA President and CEO Todd McCracken. "<<HE/SHE>> came to us highly recommended and I look forward our coordinated efforts for years to come."

Please click here to learn more about <<YOUR NAME/BUSINESS>>.

For more on the NSBA, please visit www.nsba.biz.

<<YOUR COMPANY'S BOILERPLATE - A 1 TO 2 SENTENCE BLURB DESCRIBING YOUR BUSINESS>>

###

Letter to your Member of Congress

Leadership Council members have access to an exclusive Action Alert introducing you to your Members of Congress. Visit our Action Center using [this special link](#) and our pre-drafted letter will pop up. Simply add some personal information about you and your company – don't forget your economic impact, number of employees and importance to your community – input your address and click send!

Prefer to do it more directly? Copy and paste our template below into your own letter / email.

Template Letter

Dear Representative/Senator <last name>:

My name is <first name> <last name> and I am the <title> of <company> doing business in your congressional district. I am writing to you today to introduce myself as a member of the National Small Business Association's (NSBA) Leadership Council Advisory Board.

<<INCLUDE A PARAGRAPH ABOUT YOUR BUSINESS – INCLUDE # YEARS IN BUSINESS, # EMPLOYEES, INDUSTRY AND MAJOR CHALLENGES YOU'RE FACING>>

As a business in your district, I, as well as other NSBA members, have concerns about health care, tax reform and regulatory reform to name a few. I am enclosing NSBA's top priorities for this session of Congress.

For too long we have been driven by partisan politics. Needed changes to our systems have been at a standstill. NSBA is the only small-business association that operates on a strictly non-partisan basis. Our goal is to provide solutions.

My company as well as many other small businesses have stories to tell. As a small business we take on considerable risk. The upside is that we are part of a community – YOUR community. We want to be successful. We want to hire employees and provide benefits but without significant changes, it will be very challenging for a small business to not only grow but be successful.

I would like to request a meeting in your local office or at my facility with you and your staff so I may share my story and the top priorities for NSBA. Thank you in advance for your consideration.

Sincerely,

Congressional Visit Resources

We want to encourage all members hosting Congressional visits to talk about the work of NSBA, present a copy of NSBA's priority issues, and ask the Member of Congress or candidate to sign the Small Business Pledge. However, most of the visit should focus on your business: its history, growth, and challenges.



Setting up the Visit

Before issuing an invitation, consider the number of employees, customers, and other constituents the visit will allow the Member of Congress or candidate to meet. You can connect with other NSBA leaders through our [LinkedIn page](#).

- ✓ Are there other local businesses (vendors, neighboring businesses, etc.) you would like to invite to your event?
- ✓ Are there other local businesses with which it makes sense to host a joint event?
- ✓ Are there other NSBA businesses you can connect with for the event? Or, perhaps coordinate joint events.
- ✓ At least two weeks prior to target visit date, contact the district office for your [Member of Congress](#) or [candidate](#) to issue the invitation and coordinate possible times.
- ✓ Consider whether you'd be willing to attend an already-established town hall, or join-in with another meeting.

Before the Visit

- ✓ Have in mind a well-developed issue or concern that you want to discuss or explain.
- ✓ Be prepared to generally educate your Member of Congress or candidate on your business and industry.
- ✓ Focus on personal stories, but be prepared with [data](#) which underscores how the issue impacts a broad number of small businesses.
- ✓ [Brief employees](#) on key issues facing your business in advance of the meeting. Encourage employees to talk candidly, but with a clear understanding about the impact of issues on the business.

During the Visit

The Congressional office will generally have a format they would like to follow for the visit, usually to include some brief remarks, a tour of the site/facility, ample opportunity to meet employees and customers, and a short meeting with the owner/manager.

- ✓ Assign a staff member to take plenty of pictures, especially of you and the Member of Congress and/or candidate.
- ✓ Please [forward](#) your best photos to NSBA so we can post.
- ✓ Keep the tone of the meeting educational and positive, even if there are disagreements on some issues.
- ✓ Help the Member of Congress/candidate understand the realities of your business and WHY your particular concerns are of greater importance than winning a particular debate.

After the Visit

- ✓ Make sure to follow-up on issues that arose during the visit. If you need additional information or input from NSBA, be sure to [let us know](#).
- ✓ [Send](#) photos and a brief synopsis of the visit to NSBA, so that we can coordinate with our other efforts.
- ✓ Publicize the visit on social media employee/customer newsletters and other potential outlets, including sharing with NSBA social media platforms: [Facebook](#), [Twitter](#) and [LinkedIn](#).
- ✓ Personalize and send out the pre-drafted press release announcing your visit – [contact Ian](#) for assistance!
- ✓ Maintain a relationship with both the Member of Congress AND the staff you worked with to set-up and execute the visit.



NSBA Board Member Gary Brandt meets with Sen. David Perdue



NSBA Action Center

The [NSBA Action Center](#) is a one-stop shop for communicating with your Members of Congress, legislative alerts for upcoming votes, key issues and issue searches. You have the choice of submitting a pre-written letter or craft one of your own.



ACTION CENTER

Prevent IRS From Targeting Small Businesses

[Federal Campaigns](#) [Surveys](#)



Prevent IRS From Targeting Small Businesses

Passed last year, The Inflation Reduction Act includes \$80 billion in increased funding for the Internal Revenue Service (IRS), much of which is intended for increased enforcement and audits. The "tax gap" is the difference between taxes paid and taxes owed by law. The...



Small Business Needs Improved Access to Credit

While no American small business has been unscathed by the COVID-19 pandemic and subsequent economic downturn, it has affected certain industries and locales more than others and disproportionately harmed minority-owned businesses. Access to credit can help small businesses...



Support Robust Small Business Contracting

The complexity of applying for a government contract can discourage many small-business owners from competing in a government bid. Despite the federal government meeting its small-business contracting goals in recent years, more can and should be done to ensure...

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Enter your information below to sign up.

Enter Email

ZIP Code 

Find Legislation

View and search for legislation.

Enter Keywords 

[View key legislation](#)

Find Officials

☒ Elected Officials ☐ Candidates

ZIP Code 

Weekly Advocate

The Weekly Advocate, NSBA's e-mail [newsletter](#), is a briefing for small-business owners which summarizes the weeks' top news and is delivered to your inbox; keeping you connected on the latest in the ever-changing world of small-business. [Subscribe today!](#)



THE WEEKLY ADVOCATE NSBA
National Small Business Association
NSBA's Weekly eNewsletter



NSBA
Small Business Congress
Feb. 7-8, 2023
Hotel Washington
Washington, D.C.
nsba.biz/SBC

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[House to Vote on Fair Tax](#)

As part of Freedom Caucus concessions, Majority Leader McCarthy (R-Calif.) is expected to hold a vote on the Fair Tax via legislation introduced last month. A vote date remains TBD. [\(More\)](#)

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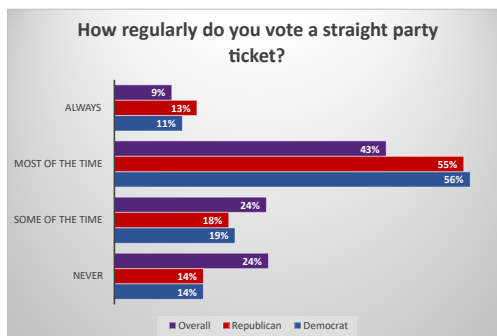
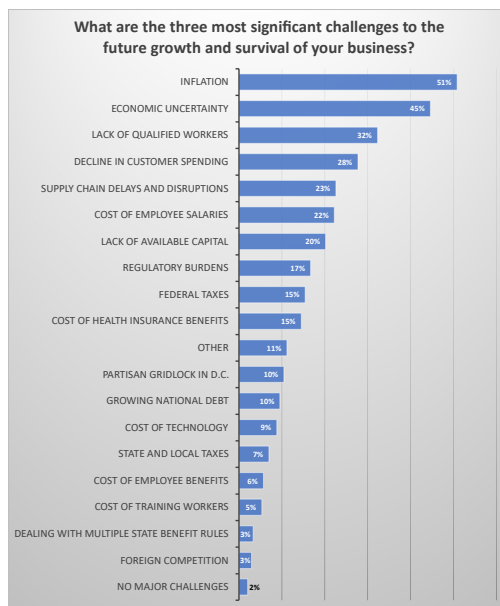
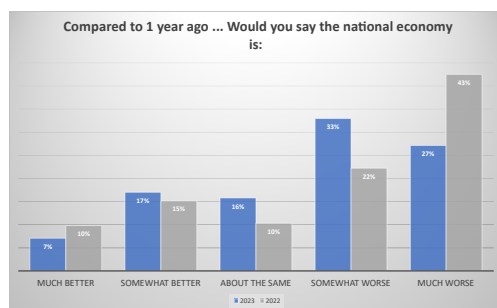
[A Debt Ceiling Crisis is Looming](#)

Under the ceiling of the Capitol dome, when the government runs out of cash, the Treasury won't be able to

Surveys

NSBA focuses on federal advocacy and operates on a staunchly nonpartisan basis, conducts a series of [surveys](#) every year, including our annual Economic Report. NSBA surveys take the temperature of the small-business community on a wide array of issues. NSBA depends on the leadership as well as the general membership to provide input.

The results of the surveys are heavily quoted in the media, referred to on Capitol Hill, government departments and the Administration.



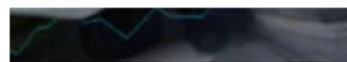
NSBA | Surveys

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



2023 Economic Report



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



2022 Politics of Small Business Survey

SURVEY | Business Planning & Digital Utilization

[Download](#)

Small Businesses are working in different ways, relying more and more on digital connections and



2022 Small Business Survey: Business Planning & Digital Utilization

Washington Presentation

The [Washington Presentation](#) is a two-day event, typically in June, where small-business owners convene just blocks from the White House to get the latest updates from policy experts, hear from White House officials, and have time to network with each other. Participants are treated to a Congressional Breakfast where various Representatives and Senators address the group, and then set out for meetings with their lawmakers.

Additionally at the Washington Presentation, NSBA honors the winner and finalists for the annual [Lew Shattuck Small Business Advocate of the Year Award](#). This

award recognizes small-business owners who go above and beyond in advocating for the small-business community.



Biennial Small Business Congress



Every two years following a national election cycle, NSBA brings together small businesses from across the country to the [Small Business Congress](#) to discuss, debate and vote on the top priority issues for the upcoming session of Congress.

This meeting is typically in Washington, D.C. in February but, has in the past been held in other locations.

Small Business Congress attendees will network with one another, discuss key

small-business issues and hear from policy insiders on the key issues facing America's small businesses.

Finally, through discussion and debate, the attendees will craft and vote on proposed priorities for NSBA for the upcoming session of Congress which is narrowed down to the top ten.