



2023 Advocacy Sets the Stage for 2024

NAWBO Hosts Educational Webinars

NAWBO hosted [Advocacy 101](#), [Advocacy 102](#), and [Advocacy 103](#) webinars this fall. The first webinar focused on the Legislative Branch, Advocacy 102 discussed the Executive Branch, and Advocacy 103 took a deeper dive into where NAWBO can advocate.

Small Business Tax Fairness and Compliance Simplification Act (H.R. 45/S.45)

The Professional Beauty Association asked NAWBO to join forces with them in support of the Small Business Tax Fairness and Compliance Simplification Act (H.R. 45/S.45).

- This bill would provide parity to spa, beauty, and barber industry employers by granting access to the existing 45b tax credit on tips.
- Beauty industry establishments are predominantly women (60%) and minority-owned (34%) small businesses.
- They provide entry-level jobs and employ a workforce of roughly 1.2 million professionals.
- This bill would relieve business owners of the financial uncertainty caused by the need to set aside thousands of dollars each year to anticipate taxes on tips.
- Employers will utilize the credit to reinvest in their business by providing additional employee benefits, expanding job opportunities, and conducting additional training.
- It will boost employee retirement security for spa, beauty, and barbering employees.

Small Business Technological Advancement Act (S.2330)

Intuit asked NAWBO to join forces with them to support the Small Business Technological Advancement Act. This bill would clarify SBA policy to ensure that 7(a) loan funds may be used by small businesses to support digitization tools or services.

- Small businesses need to digitize to be competitive in the modern economy.
- Small businesses incorporating more technology platforms into their operations are more likely to have seen sales, profits, and employment growth since 2020.

- As part of the NAWBO Advocacy Agenda, we continue asking for access to education and tools to expand their businesses' recognition. Of the women-owned businesses surveyed, nearly 80% said they currently have and are interested in marketing assistance and lead generation through technology and social media. NAWBO hopes these tools will be made available on the federal level and publicized to help women business owners expand their market share.
- According to a U.S. Chamber of Commerce study, 84% of small businesses using 6+ technology platforms saw increased profits. 82% saw increased sales, and 74% increased their employment compared to their low-adopter peers.
- With this bill, Congress would implement simple, common-sense legislation to modernize the Small Business Administration (SBA) to ensure affordable, equitable access to and use of "digital technologies" and eliminate barriers to digital adoption by updating federal relief programs, grant programs, and lending programs to include digital tools as an allowable use of funds, providing parity with the Economic Aid Act.

Comments on National Spectrum Strategy

NAWBO sent a letter to the National Telecommunications and Information Administration on developing a national spectrum strategy to ensure reliable and affordable high-speed internet for women business owners and a full-powered licensed spectrum to ensure that our providers can supply our women business owners with access to the internet.

Supporting Efforts in the Childcare Space

NAWBO sent a letter to the Hill to support H.R. 4571. The bill would change three tax incentives: Employer-Provided Child Care Credit, Dependent Care Flexible Savings Account, and Child and Dependent Care Tax Credit. 51% of Americans live in a childcare desert.

- The shortage of providers and the high cost of childcare put a strain on working families. In 28 states and DC, one year of childcare costs more than tuition and fees at a four-year public college.
- Like many businesses, childcare providers face significant start-up, operations, maintenance, and capital project costs.
- With limited access to SBA programs, these costs are barriers for providers looking to establish, expand, or improve their operations.
- Women business owners would benefit from the additional avenue to raise capital to start their businesses.



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National Association of Women Business Owners

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NAWBO sent letters of support for the Childcare Investment Act of 2023 to the Hill. This bill deems certain nonprofit childcare providers to be small business concerns so that they may participate in specified loan programs administered by the Small Business Administration (e.g., the 7(a) loan program).

- This would significantly increase the tax credit for women wanting to contract, build, or expand a childcare center and in-home daycares.
- It would also allow two women to enter business together and receive this credit, allowing business development and growth.
- As financial capital continues to inhibit growth for women business owners and as many women leave the workforce due to childcare deserts, this bill would address these needs for women business owners who are also mothers.

Privacy Patchwork

NAWBO worked with the National Asian/Pacific Islander American Chamber of Commerce & Entrepreneurship (National ACE), which wrote a letter to lawmakers urging them to consider the unintended consequences of adding to the patchwork of state privacy laws. You may recall Jen's [op-ed](#) that covered this topic when there was legislation in Florida.

Sole Source Thresholds

NAWBO joined a coalition letter to support raising the sole source thresholds for individual 8(a), HUBZone, SDVOSB, and WOSB/EDWOSBs from the current to at least \$4.5 million/\$7 million (manufacturing) over the life of the contract to allow for these amounts per year.

Advocacy Engagements

White House

- NAWBO National Board Chair Lisa Coppola attended a roundtable discussion at The White House on the legal threats to diversity, equity, and inclusion (DEI) initiatives within federal agencies and the private sector.
- Board Members Lisa Coppola and Sherrie Barr Mack attended the India State Arrival Ceremony at The White House.
- NAWBO HQ sat on numerous calls and briefings, such as a call with U.S. Secretary of Commerce Gina Raimondo.
- NAWBO National Board Chair Lisa Coppola attended the White House event on women and access to capital and the National Women's Business Panel's celebration and event on H.R. 5050.

U.S. House of Representatives Paid Leave Working Group Roundtable

NAWBO National Board Member Megan Patton attended a roundtable discussion with the bipartisan House Paid Leave Working Group with business leaders and owners from 11 organizations.

- The discussion focused on the opportunities and challenges for the small business community that are presented by a federal paid family and medical leave program and possible paths forward for small business owners and the self-employed.

Roundtable with U.K. Shadow Minister for Business and Consumers Seema Malhotra

NAWBO National Board Chair Lisa Coppola represented women business owners at a roundtable discussion with the U.K. Shadow Minister for Business and Consumers.

Meeting with International Delegation with the Center for International Private Enterprise (CIPE)

NAWBO Institute Board Member Lisa Brunet presented to women entrepreneurs and leaders of women's business associations from Guatemala, Morocco, PNG, and Afghanistan about NAWBO's international work, our educational programs, and our organization's advocacy efforts.

NAWBO Joins United WE National Commission on Childcare and Women's Entrepreneurship

United WE National Commission on Childcare and Women's Entrepreneurship is a critical component of the National Women's Entrepreneur Childcare Project, an effort funded by the Ewing Marion Kauffman Foundation that will generate new policy ideas in the heartland to reduce the childcare barriers limiting women's entrepreneurship. The Commission will assist United WE in advancing research and policy solutions to the childcare barriers that are limiting women's entrepreneurial risk-taking on both sides of the childcare equation –entrepreneurial childcare providers and entrepreneurial mothers.

These 2023 Advocacy Actions Have Set the Stage For 2024—All Members Are Invited to Join Us For:

NAWBO National Advocacy Microbusiness Listening Tour

**January 16, February 20, March 19, April 16, May 21
9 AM PT/11 AM CT/12 PM ET**

Join the NAWBO National Advocacy Committee to discuss and give feedback on NAWBO's draft of a microbusiness definition to be utilized by the federal government to increase access to capital for our nation's microbusiness owners. Also, get a regional advocacy update each month this spring. We'll hear from the Northeast Region in January, the Midwest Region in February, the Southern Region in March, the Western Region in April, and the Western/California Region in May.

JOIN THE ZOOM »

Or call in: +16465588656,,81914635280#



Get Ready for NAWBO Days, Too!

This event combines Leader Onboarding, Annual Membership Meeting, Awards Gala AND Advocacy Days in one must-attend event.

SAVE THE DATE:

June 3-5, 2024 | Washington, DC