



AMERICA'S SMALL BUSINESS ADVOCATE

Celebrating 75 Years

NSBA has accomplished a great deal in the last 75 years. While our efforts are focused on federal advocacy, NSBA is continually providing a snapshot of what's on the mind of America's small-business community, and the 70 million owners and employees that comprise American small business.

NSBA Members Determine Our Policy

Every two years, NSBA brings together our members at the Small Business Congress to discuss pertinent issues for small business and vote on the top priority issues for the upcoming session of Congress. Throughout the years, NSBA members are encouraged to participate in any number of issue-specific committees that meet via teleconference every month to address new issues and continue to promote our existing priorities.

In addition to the Small Business Congress, NSBA holds its annual Washington Presentation in Washington, D.C. where small-business owners hear from policy experts, attend a White House briefing and Congressional Breakfast, and then meet with their Representative and Senators. This annual events enables lawmakers to hear directly from small-business owners and get a better feel for what their small-business constituents back home really need.

A Long Tradition of Excellence in Leadership

Like many of its members' businesses, NSBA was founded because of hard work, dedication and a commitment to make a difference. Today, NSBA takes a look back at its distinguished history.

Seventy-five years ago, the Great Depression consumed the nation; a stamp cost three cents and there were no zip codes; and most companies were small—mom and pop stores were the norm, not the exception. Small businesses today still are the backbone of the American economy, comprising 99.7 percent of all employer firms, employing half of all private sector employees, and creating 65 percent of the net new jobs.



DeWitt McKinley Emery

NSBA can trace its beginnings to the actions of one man, DeWitt McKinley Emery—owner of the Monroe Letterhead Corporation in Akron, Ohio. His company was struggling amid the Great Depression and Emery was running out of answers. The Monroe Letterhead Corporation, founded in 1911, dealt with the task of paying Social Security, unemployment insurance, increased county and state taxes, higher material costs, and increased wages—the same plight faced by small-business owners

today.

Emery, convinced the White House was unfairly targeting small-business owners, wanted to do something to correct this injustice. “How can one man fight a situation like this?” he reportedly shouted as he stood in his empty office.

“No... of course not... not one man, not 10... but thousands just like me... grouped together, with common interests and a common purpose... sure, we’re all small, how does that saying go? ‘Many small make a great.’”

“Other groups organize into associations, why not an association of small-business men from all over the nation! We’ll have our own House of Representatives, right in Washington,” he added.

And thus the seeds for today’s NSBA were sown. On Nov. 13, 1937, Emery founded the National Small Business Men’s Association. He sent a letter to as many small-business owners as he could find, asking them to join the newly-formed association. Of the 200 owners that received the letter, 160 joined the nascent group.

By 1962, the group had changed its name to the National Small Business Association—acknowledging the strong presence of female business owners. While the name is the same one the organization uses today, there were more name changes ahead. In 1981, Small Business United (SBU) started with a similar mission statement as NSBA and eventually was merged with NSBA to form one organization. SBU helped lay the foundation for NSBA’s current network of affiliates, the original SBU affiliates being the Smaller Business Association of New England (SBANE), SMC Business Councils in Pittsburgh and the Council of Smaller Enterprises in Cleveland.

In 1986, SBU and NSBA merged to become National Small Business United. The organization kept that name until 2003, when it returned to its roots and used the NSBA moniker. As the association grew, so did the roster of affiliate groups. Later additions

include the Small Business Association of Michigan, the Arizona Small Business Association, Small Business California, the Missouri Merchants and Manufacturers Association and the Denver Metro Chamber of Commerce.

SBANE originally created the Washington Presentation (then known as the Washington Group) in the 1960s. After the SBU-NSBA merger, NSBA became responsible for running the Washington Presentation—which has become its signature event.

Emery died in 1955 and would be very proud of the progress achieved by the group he founded. Although much has transpired since Emery's death, NSBA's original roots and mission remain: to provide a collective voice for America's small-business owners within the halls of Congress and the administration.



Milton D. Stewart

Milton D. Stewart was a native New Yorker and a lawyer whose early work was for the U.S. Commission on Civil Rights. Eventually, though, he found himself on Wall Street and the president of two venture capital firms. Seeing the importance of investment in small businesses, Stewart jumped into the small-business community and never looked back.

Having served as president of both the National Association of Small Business Investment Companies and NSBA, the zenith of Stewart's influence came when he was selected by President Jimmy Carter to be the nation's first Chief Counsel for Advocacy at the U.S. Small Business Administration (SBA) Office of Advocacy.

As the first and only independent advocate for small business within the federal government, Stewart had the ability to set the tone and the precedents for those who would follow in his footsteps. Stewart produced a constant flow of innovations and ideas for how government could best help small business succeed.

During his term in office, he helped guide a prolific flow of landmark small business legislation through the Congress: the Regulatory Flexibility Act, the Small Business Innovative Research program, the Equal Access to Justice Act, patent reform, the Paperwork Reduction Act, the Prompt Pay Act and many others.

In his work organizing the 1980 White House Conference on Small Business, Stewart helped small-business advocates see that the power to make change rests with them. Even after leaving office, Stewart continued his role as a top small-business advocate, founding the Small Business High Technology Institute, serving as editor of Inc. magazine, and

playing a crucial part in subsequent White House Conferences on Small Business, which were held in 1986 and 1995.

Though the small-business community lost a great champion when he passed away in 2004, Stewart's dynamism and passion has left a lasting legacy for us all.

Lewis A. Shattuck

Lewis A. Shattuck served as the president of the Smaller Business Association of New England (SBANE) for 25 years, but his impact and legacy reach into every corner of this nation. Shattuck's great gift was his ability to motivate and mentor small-business owners to be their own best advocates. In the days before "Washington Fly-In" was even a phrase, Shattuck was bringing small businesses to Washington, D.C., setting up meetings and providing talking points. In fact, at one point during his term as SBANE president, Shattuck arranged a meeting with then-President Richard Nixon to bring attention to small businesses.



"Nixon told Lew that he always knew where big business stood because they spoke with a unified voice," said Leo McDonough, Shattuck's longtime friend. "On the other hand, Nixon said, one never knew where small business stood because there were so many groups clamoring for attention—all sending a different message. Nixon recommended that the small-business groups unite and speak with one voice if they wished to have any real impact on public policy. It was a sobering but extremely relevant message."

Partly because of Nixon's remarks, Shattuck realized that his efforts in New England would be much more effective if they were part of a nationwide effort. Partnering with various regional groups, Shattuck shaped the Washington Presentation into the event that it still is today. He was the driving force behind the creation of Small Business United—the national coalition of state, local, and regional small-business organizations that NSBA still represents to this day.

Shattuck was pivotal in the creation of all three White House Conferences on Small Business. Perhaps Shattuck's finest hour was his leadership in the creation of the SBA Office of Advocacy and his efforts to create the right political conditions for its passage by Congress. Throughout his career, Shattuck was an ardent advocate for the SBA.

Shattuck was central to virtually every small-business event of the era, building coalitions, enlisting the support of others and inspiring other small-business advocates. He truly earned his title, the "Godfather of Small Business." Shattuck's legacy of achievement remains the mark to which all small-business advocates must strive, and has

led NSBA to rename its annual advocate award the “Lew Shattuck Small Business Advocate of the Year Award.”

Volunteer Leadership

NSBA would like to recognize all of its past chairs/presidents, who have headed the organization during its illustrious 75-year history.

TERM	OFFICER	TITLE/ORGANIZATION
1938-1955	DeWitt M. Emery	President/NSBMA
1956	A.F. Matthews	President/NSBMA
1956-1958	L.M. Evans	President/NSBMA
1958-1960	Harry Brinkman	President/NSBMA
1960-1962	Frank Cruger	President/NSBMA
1962-1966	Lloyd E. Skinner	President/NSBA
1966-1968	Carl A. Beck	President/NSBA
1968-1971	Rufus Gosnell	President/NSBA
1971-1972	Harry Brinkman	President/NSBA
1972-1974	Raymond Sim	President/NSBA
1974-1975	Ken Anderson	President/NSBA
1975-1977	Milton D. Stewart	President/NSBA
1977-1979	Richard Simpson	President/NSBA
1979-1981	Eric Schellin	President/NSBA
1982	John C. Gardner	President/SBU
1981-1983	Richard Tittle	President/NSBA
1983	George A. Saxon	President/SBU
1983-1985	Bernard S. Browning	President/NSBA
1984	John C. Rennie	President/SBU
1985	Brad Roller	President/SBU
1986	Samuel Hope	President/SBU
1986	George Abbott	President/NSBA
1987	John C. Gardner	President/NSBU
1988	James H. Lagos	President/NSBU
1989	Betty Jo Toccoli	President/NSBU
1990	Karl Krieger	President/NSBU
1991	John C. Rennie	President/NSBU
1992	Susan Hager	President/NSBU
1993	George Abbott	President/NSBU
1994	Ronald Cohen	President/NSBU
1995	Gary Kushner	Chair/NSBU
1996	Kenneth Heller	Chair/NSBU
1997	Sharon Miller	Chair/NSBU
1998	Sharon Miller	Chair/NSBU
1999	Thomas Farrell	Chair/NSBU
2000	John Hexter	Chair/NSBU
2001	Richard Herring	Chair/NSBU
2002	Joy Gay	Chair/NSBU
2003	William N. Lindsay, III	Chair/NSBU
2004	Raymond Arth	Chair/NSBA
2005	Malcolm Outlaw	Chair/NSBA
2006	Paul Hense	Chair/NSBA
2007	Grafton H. "Cap" Willey, IV	Chair/NSBA
2008	Marilyn Landis	Chair/NSBA
2009-2010	Keith Ashmus	Chair/NSBA
2010-2011	Larry Nannis	Chair/NSBA
2012	Chris Holman	Chair/NSBA