



# Media Kit

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# About the NASE

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The National Association for the Self-Employed is the nation's leading resource for the self-employed and micro-businesses. Since 1981, the NASE has focused on providing a broad range of benefits to help entrepreneurs and their small businesses successfully compete in an increasingly competitive market place, and to drive the growth of this vital segment of the American economy.



**Four in five** small businesses in the United States are self-employed.

## The NASE is different from other small business organizations

There are a number of resources small businesses can turn to for help, from the SBA to online resources provided by a number of companies and publishers. However, the NASE is the only association to focus exclusively on the needs of businesses with **fewer than ten employees**, or “micro-businesses.” With the knowledge and understanding that comes from focusing on this unique segment for over two decades, the NASE is in a unique position to provide the education and support that these business owners need.

## The NASE offers support

It is the most comprehensive support structure in the marketplace for micro-businesses, and it falls into four basic areas:

- **Focused ‘How-To’ Resources.** Through [www.NASE.org](http://www.NASE.org), members receive a comprehensive menu of other resources, from free online tax advice and financial tips to access to the organization’s bi-monthly magazine, *Self-Employed*.
- **Value-Added Benefits.** Members receive a full menu of high-value benefits, including professional services—such as legal services, retirement and investment planning and payroll services—at discounted fees and rates. Access to a variety of health insurance plans also is offered, including major medical, prescription drug, as well as dental and vision plans.
- **Legislative Advocacy.** Through this outreach initiative, the NASE gives the self-employed a powerful voice on federal legislation affecting small business. Key legislative priorities include tax simplification, retirement security, access to affordable health coverage, among others.
- **Other Programs.** The NASE offers Business Development grants to members and scholarships to dependents of members.

# About the NASE Continued

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## The NASE Governance

The strategies and activities of the NASE are overseen and closely managed by a Board of Directors. The Board consists of small-business owners representing a cross-section of micro-businesses, from accounting and travel services to contracting and the medical field.

## NASE membership

Currently, the NASE represents approximately 200,000 member businesses.

## The key issues for micro-businesses today

They are complex issues, but most boil down to: how to manage for success. (And this is no small issue, especially for the tens of thousands of people starting their own businesses now in the midst of the recession, corporate layoffs, etc.) Managing for success covers finding new ways to managing cash flow...securing good health coverage...having access to solid financial and retirement planning... understanding important tax issues...and making sure the laws give small business fair treatment in areas from taxes to retirement and employment laws.

Beyond these factors, a key issue for micro-businesses is how to tap into technology to enhance and transform business processes and strengthen customer relationships.

Finally, especially with so many former corporate people starting up businesses of their own, a huge issue is simply getting a handle on the basics of how to start a business, from space planning to legal advice.

## A typical profile of NASE membership

NASE membership is as varied as the self-employed community itself. But during the association's history, the organization has seen a shift to include more service- and information-based businesses. This shift is reflective of trends in the broader economy. Over time, there also has been a trend toward younger workers entering self-employment, which is a domain that tended to belong more to older workers (who had built up enough capital to go into business for themselves).



**Three-quarters** of business owners reported cutting down on the amount of travel associated with their business because of high energy costs.

# NASE Logos and Photography

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**Keith Hall**  
**National Tax  
Advisor**

Available as  
High Resolution  
(600x749) JPG



**Kristie Arslan**  
**Executive Director  
(Legislative Offices)**

Available as  
High Resolution  
(600x749) JPG



**Gene  
Fairbrother**  
**Lead Business  
Advisor**

Available as  
High Resolution  
(600x749) JPG

**Click** on the NASE  
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To request a logo or photo,  
email [media@nase.org](mailto:media@nase.org).  
Please include your name,  
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the image will be used.



**NASE\_2c**

Available as  
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**NASE\_4635**

Available as  
JPG or vector EPS



**NASE\_648**

Available as  
JPG or vector EPS

## NASE Micro-business Facts

- Forty-three percent of the self-employed and micro-business owners say that this is the worst economic downturn that they have experienced, and one-quarter say it is the first slump they have experienced with their current business. [More](#)
- The nation's entrepreneurs are ready for major changes to the American health care system, but are asking the federal government to implement various proposals to help them cope with the costs. When asked for the most important component of health reform, 60 percent of micro-business owners cited cost containment, even over access and choice. [More](#)
- Three-quarters of business owners reported cutting down on the amount of travel associated with their business because of high energy costs. [More](#)
- About two-thirds of micro-business owners have personal health insurance coverage, but only 19% offer coverage for full-time employees. [More](#)
- Micro-businesses said high interest rates, surprise interest rate hikes and unwarranted late fees from credit cards left their heads spinning. The self-employed often struggle to obtain financing through traditional lending institutions and about half use credit cards regularly for business expenses. [More](#)
- More than three-quarters of the micro-business owners surveyed (77 percent) are not planning on hiring workers. The majority indicated that they were unable to pay the salary of or offer benefits to an additional worker. [More](#)
- When asked which factor is the most burdensome aspect of the federal tax code, 35% of the self-employed said the complexity of the tax code and tax forms. [More](#)



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Visit [www.NASE.org](http://www.NASE.org) for the following resources

- [Press Releases](#)
- [Research and Statistics](#)

# Knowledge Center

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About **two-thirds** of micro-business owners have personal health insurance coverage, but only **19%** offer coverage for full-time employees.

Since its beginning in 1981, the National Association for the Self-Employed has pioneered support for micro-businesses and the self-employed, while helping to define this important part of the American economy.

Part of that commitment means providing educational tools to help your micro-business grow. Through how-to articles, Q and A's with experts and benchmarking research, the NASE can help.

## Tax Talk

Get fast, knowledgeable answers to your tax questions from the CPAs at NASE TaxTalk, your online resource for tax advice.

## ShopTalk 800

Toll-free help line and free online service that gives NASE members access to small business specialists.

## EstateTalk

Get quick knowledgeable answers from the licensed attorneys who respond to your questions.

## ABCs of Finance

Unlimited accounting and financial guidance for the self-employed.

## Tax Resource Center

The National Association for the Self-Employed is committed to offering focused tools and resources that help micro-business owners manage and compete more effectively.

## Health Resource Center

The search for affordable, quality health coverage is an overwhelming task and understanding your plan options with all its complexities can be very challenging. NASE's Health Resource Center has an array of tools and resources to help you make smart decisions about your health coverage.





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for the Self-Employed**

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