

2023 ANNUAL REPORT

Letter from the President

“ Time is a created thing. To say ‘I don’t have time,’ is like saying, ‘I don’t want to.’ ”

Lao Tzu (circa 500 B.C)

It has long been my concerted opinion that the single most valuable asset for the small business owner is their time. As a small business owner, you are tasked with every facet of your business process regardless of how many hours we are told exist in each day. Creating time is not only necessary for the success of a new small business it is absolutely critical to maintaining an appropriate life balance in all areas. The goal of the NASE has always been to help small business owners be more successful and perhaps the best way that can be accomplished is to help in creating more time. If there is one underlying common trait for all NASE member benefits is that they ALL are designed to save you time.

Easier tax preparation with the help of TurboTax, saving time and money with Office Depot, improving technology with Dell Computers, and getting quick answers to your specific questions via NASE’s Ask the Experts, are only some of the ways your NASE benefits can help you create time. Time to find one more client, to solve one more problem, and to create one more job. We have always had only one goal which is to help small business owners be more successful, and I am hopeful that helping each of you create more time has contributed to that success.

It is true that your success has contributed to the unprecedented growth in new small businesses over the past several years. More than sixteen million new small businesses have begun their journey toward success in just the last two years and that trend shows no signs of waning. That growth has been consistent across all demographics and across all parts of the country. Your voice, your stories, your encouragement has added momentum to that growth and that voice of small business is greater than it has ever been before.

If you have started your journey in that time, congratulations on becoming part of the most powerful economic force in this country. We will continue to provide tools and expertise and support to help you achieve the goals you have set for yourself, your family, and for your business. We will continue to be your voice in Washington D.C. We will continue to dedicate our time to helping you create more time. We are dedicated to your success and dedicated to the voice of small business.



Keith Hall

A handwritten signature in black ink that reads "Keith Hall".

President, National Association
for the Self-Employed

NASE Financial Report

Summary Financial Information

Balance Sheet

At December 31, 2023

Assets

Cash and cash equivalents	\$13,144,846
Property and equipment, net	\$3,086,749
Accounts receivable	\$32,610
Other assets	\$99,933
Total Assets	\$16,364,138

Liabilities and Fund Balance

Accounts payable	\$213,965
Accrued liabilities	\$281,602
Total Liabilities	\$495,567
Unrestricted Fund Balance	\$15,868,571
Total Liabilities and Fund Balance	\$16,364,138

Statement of Activities and Change in Net Assets

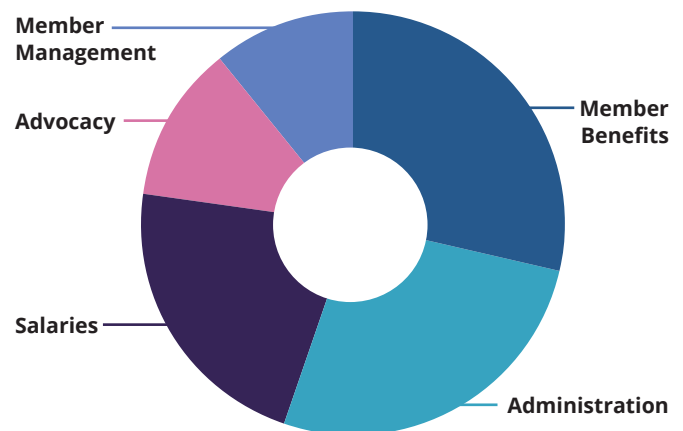
For the year ended December 31, 2023

Membership dues and fees, net	\$2,977,743
Other income (losses)	\$2,397,360
	\$5,375,103

Direct Member Benefits	\$1,220,894
General Administration	\$1,119,027
Administrative Salaries	\$928,554
Advocacy	\$510,832
Member Management	\$448,233
	\$4,227,540
Increase in net assets	\$1,147,563
Net assets, beginning of year	\$14,721,008
Net assets, end of year	\$15,868,571

“The two most powerful warriors are patience and time!”

Leo Tolstoy,
Author, Novelist



NASE Benefits



Silver Membership

NASE Silver Members receive MetLife Accident Insurance to help offset costs that may not be covered under existing medical plans. Metlife - \$10,000 Term Life, Assist America, Roadside Reimbursement and more.

\$240 Annually or **\$21.95** Monthly

SEE MORE

NASE Benefits

AARP:	Small Business Resources: Sponsoring NASE Growth Grants since 2022 and supporting small business with strategies to help grow their business.
ADP:	From simple payroll to HR support, recruiting, and employee handbooks, ADP® has you covered.
Assist America:	Emergency help for you and your family when traveling more than 100 miles from home. Included!
AT&T:	Get more speed, reliability, and value from your internet with AT&T Business Fiber®.
Broad Financial:	Specializing in the most powerful 401k plans for the self-employed.
Business Discounts:	QuickBooks, Turbo Tax, BizFilings, Legal Zoom, Constant Contact, ADP Payroll Services, Credit Card Processing, Frannet, X-tech, Pitney Bowes, Fast Collect, Legal Club Business Plan and much, much more.
Careington Dental:	Careington offers a variety of savings plans to help you and your family get high-quality health and wellness services at an affordable price.
Crowdspring:	From logos to websites, business names to packaging design, Crowdspring has you covered.
Dependent Scholarships:	College Scholarships for your Dependents. Over \$2 million has been distributed. Members Only.
Dell Technologies:	Focused on delivering affordable computer and technology solutions that enable NASE members to make smarter decisions that impact their bottom line. A proud sponsor of NASE Growth Grants since 2020.
Exclusive Access:	To Health, Life, Dental, Disability and Accident Insurance.
Expert Advice 24/7:	Get answers, advice, and tips from our team of professional experts. Included!
Farmers Insurance ChoiceSM:	Auto and Home Insurance that fits your unique needs. Take advantage of special savings through the NASE.
Good Rx:	Get the best prices in your area and save up to 80% with GoodRx Prescription Savings.
Growth Grants:	Apply for a business development grant from the NASE worth up to \$4,000! Members only.
Hire Your Kid:	Creating a job for your child can save you thousands of dollars in taxes.
Hiscox:	Business insurance customized for your small business needs.
LifeLock[®]:	Every Identity Deserves Protection! Don't wait to get identity theft protection.
Member Directory:	Add your own business to the NextBizThing, small business directory.
MetLife:	\$10,000 included Term Life Insurance for Annual & Silver Members. \$20,000 included Term Life Insurance for Gold Members. Add affordable MetLife accident insurance to help offset costs that may not be covered under your existing medical plan.
MindEdge:	Improving the way the world learns through professional development and continuing education.
NASE HRA 105:	NASE Members may create their customized HRA 105 legal plan documents for free!
Office Depot Business Solutions Division:	Now a B2B-focused company serving small, medium and enterprise level companies like yours. NASE members can save up to 75% on over 93,000 products. Free delivery on orders over fifty dollars.
Publications:	Self-Informed, NASE Minute, Washington Watch and OutFront Weekly.
QuickBooks Self-Employed:	The power to manage your business more effectively by providing you with fast, easy, and integrated solutions.
Roadside Reimbursement Service:	Whether you have a flat tire, dead battery, or lock your keys in the car, The NASE's roadside reimbursement service can help.
Small Business Start Up Kit:	Ten Things You Need to Know to Start a Business.
Travel Discounts:	Enterprise Rent a Car, Budget Rent A Car, and Orlando Vacation Discounts.
UENI:	Get the website of your dreams built for you for just \$149.
UPS:	Members now have access to new and improved flat rate pricing – no matter how much you ship, when you ship, or where it's going.



Go to www.NASE.org to see the complete list of benefits and descriptions for each Membership type. Or call 800-232-6273 (Monday through Friday 7:00am to 6:00pm CST).

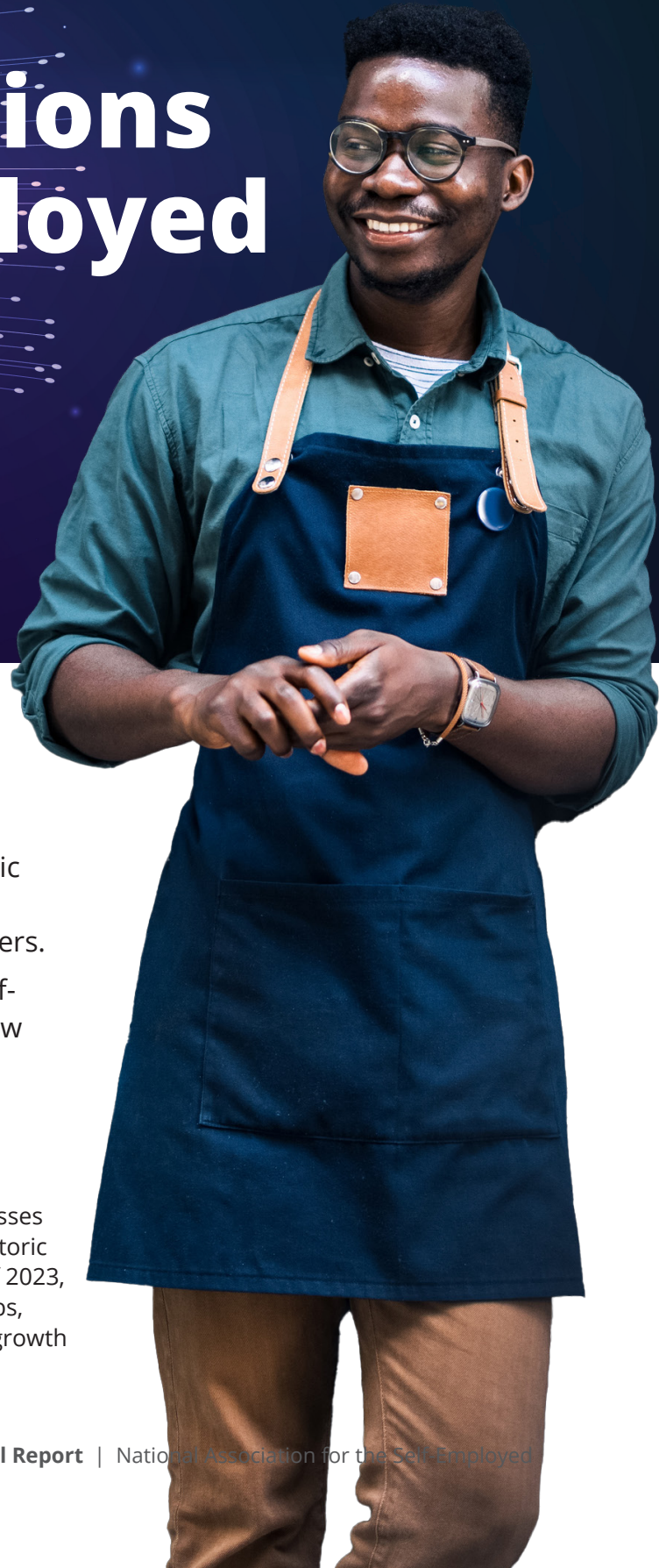
NASE Champions the Self-Employed in 2023

The National Association for the Self-Employed (NASE) stood tall in 2023, advocating for policies that empowered the self-employed and micro-business community. In a year filled with economic challenges, NASE's work provided a vital voice for America's self-employed and micro-business owners.

Throughout 2023, the NASE advocated for the self-employed and micro-business community on a few crucial policy issues, including:

2nd Year of Record New Business Starts

In January, data released showed a historic 3-year trend in small business starts with over 16 million new small businesses created. These new small businesses are also creating a historic number of new jobs: from 2021 through the first quarter of 2023, the U.S. economy added a net 7.2 million small business jobs, with each quarter showing net-positive small business job growth



of more than 370,000. According to an analysis by Axios, the Midwest and the Mountain West are emerging as small business hotspots, with Colorado, North Dakota and Iowa reporting the largest surges in small business growth.

This unprecedented growth in small businesses is also fueling positive economic news, including a record 14 million new jobs, historic low unemployment rate that we haven't seen in over 50 years, and signs that inflation and costs are starting to decline.

Combating the 1099-K Reporting Burden

A major victory came in the form of a one-year delay on the implementation of lowered 1099-K reporting thresholds. This change, championed by NASE, offered a reprieve from overly complex tax filing requirements for many self-employed individuals. NASE continues to push for permanent legislative solutions, such as raising the reporting threshold to a more manageable level. The NASE had actively endorsed bipartisan legislation in both chambers, to permanently resolve this issue.

House Bipartisan Paid Leave Working Group

The NASE joined the country's leading small business organizations, to support and highlight the work of the House Paid Leave Working Group, in testimony provided, the NASE stated, *"America's small businesses employ nearly half the country's workers with self-employed business owners making up 81% of these businesses. They are a critical element to the economic vitality of communities across America. We know the ability to secure paid leave for self-employed business owners or the ability to offer paid leave to employees is important for small businesses to compete with larger employers. This is especially true in a tight labor market where policies like paid leave help to attract the talent needed to grow a business."*

Modernization of IRS

NASE also championed efforts to modernize the IRS, ensuring a more efficient and user-friendly experience for self-employed taxpayers.

Stability in Federal Funding Process

The NASE continued to call for Congress to avert a government shutdown, a move that could have severely impacted small businesses.

Education and Empowerment

NASE's commitment goes beyond advocacy efforts. Through our growth grants, dependent scholarships, and ever popular NASE minute videos, the NASE continues to provide a wealth of support and educational resources for self-employed individuals and micro-business owners.

Looking Ahead

2024 will be a huge opportunity for the NASE to continue its efforts to elevate and advocate the issues impacting the self-employed community. In addition, with 2024 being an election year, the NASE, will watch closely to learn from all the candidates running for office, across the country, their positions and proposals that would have impact for the self-employed and micro-business community. NASE remains a tireless advocate for the self-employed. The organization will continue to push for policies that foster a thriving environment for the self-employed and micro-business community.



NASE Growth Grants

In 2023, NASE continued its Growth Grant program with the help of three generous sponsors: Dell Technologies, AARP and Payanywhere. We are very proud to have been able to award **twenty eight** \$4,000 grants to support the growth of member's businesses. The Growth Grants helped businesses grow by providing extra capital for strategic marketing, continued education, new equipment purchases, mentorship programs, infrastructure projects, enhanced business technology, and made an impact on their local community. We would like to thank all of the 2023 applicants for their outstanding applications, congratulate the winners and recognize their achievements.

Q1 Winners

Dan Vu
Saigon Fresh Noodles
Duluth, Georgia



Dan Vu, a NASE Member from Duluth, Georgia was awarded a NASE Growth Grant in the first quarter of 2023. Saigon Fresh Noodles is a family run noodle manufacturer that specializes in pho noodles, bun bo hue noodles, my quang and more.

Jeffrey Macklin
His Kingdom Logistics
Houston, Texas



Jeffrey Macklin, a NASE Member from Houston, Texas was awarded a NASE Growth Grant in the first quarter of 2023. Created in 2019, His Kingdom Logistics offers safe and reliable transportation for hazardous and liquid materials to the contiguous 48 states.

Joseph Ensley
The King's Accountant
Yuba City, California



Joseph Ensley, a NASE Member from Yuba City, California was awarded a NASE Growth Grant in the first quarter of 2023. The King's Accountant provides top-tier accounting services and consulting to small businesses, entrepreneurs, and families. Their goal is to organize, optimize & automate your accounting systems.

Tiffany Ferrari
Pixel Space, LLP
Cincinnati, Ohio



Tiffany Ferrari, a NASE Member from Cincinnati, Ohio was awarded a NASE Growth Grant in the first quarter of 2023. Exposure Best Photography aims to capture you in the most authentic and genuine way possible, while providing you with a 5 star experience.

Elston Joyner
Battery Express
Lauderhill, Florida



Elston Joyner, a NASE Member from Lauderhill, Florida was awarded a NASE Growth Grant in the first quarter of 2023. Battery Express sells and recycles all things batteries, from automotive to marine and both foreign and domestic.

Jenny Yednak
Jen's Gourmet Cakes LLC.
Chesterton, Indiana



Jenny Yednak, a NASE Member from Chesterton, Indiana was awarded a NASE Growth Grant in the first quarter of 2023. Jen's Gourmet Cakes offers high-quality dessert-style and custom-made cakes made from scratch. Featuring a variety of multi-ethnic flavors from the Philippines, Japan, Hawaii, France, and Italy. Their cakes are one-of-a-kind and exceptionally delicious.

Kathryn Lawson
Fungal Focus
Salt Lake City, Utah



Kathryn Lawson, a NASE Member from Salt Lake City, Utah was awarded a NASE Growth Grant in the first quarter of 2023. Fungal Focus seeks to support and expand Utah's community of mushroom growers and fungal advocates by seeking to build affordable, accessible, and engaging grow kits and workshops for folks of all ages.

Q2 Winners

Caleb Fiechter
The River Farm
Bluffton, Indiana



Caleb Fiechter, a NASE Member from Bluffton, Indiana was awarded a NASE Growth Grant in the second quarter of 2023. The River Farm is a diversified, family farm in Wells County, Indiana utilizing biological, organic & regenerative principles.

David Rodriguez
The Oven Pizzeria
Seaside, California



David Rodriguez, a NASE Member from Seaside, California was awarded a NASE Growth Grant in the second quarter of 2023. Using quality fresh ingredients, The Oven Pizzeria continues a tradition of handmade New York style pizza with a signature San Francisco sourdough.

Jamaal Fuller
Spice Rack Trading Company
Durham, North Carolina



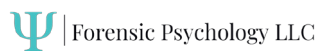
Jamaal Fuller, a NASE Member from Durham, North Carolina was awarded a NASE Growth Grant in the second quarter of 2023. Spice Rack Trading offers an eclectic mix of rubs and seasonings from various cultures to create imaginative dishes on your stove, grill, smoker or oven.

Katie Williamson
Log Cabin Laundromat, LLC
Toledo, Ohio



Katie Williamson, a NASE Member from Toledo, Ohio was awarded a NASE Growth Grant in the second quarter of 2023. Log Cabin Laundry offers coin laundry, dry cleaning, full service wash, dry & fold as well as delivery options and more.

Dr. Laura Brown
Forensic Psychology LLC
Baton Rouge, Louisiana



Dr. Laura Brown, a NASE Member from Baton Rouge, Louisiana was awarded a NASE Growth Grant in the second quarter of 2023. Dr. Brown is an experienced psychologist specializing in clinical and forensic assessment. She works with courts and attorneys on cases that involve questions about abnormal behavior and mental disorders.

Markita Rogers
Kyma Labs, LLC
Riverside, California



Markita Rogers, a NASE Member from Riverside, California was awarded a NASE Growth Grant in the second quarter of 2023. Kyma Labs is a boutique cosmetic manufacturing company based in the heart of California, specializing in high-quality formulations, contract manufacturing, and private label solutions.

Patry Sterling
Freight Dynamos LLC
Chicago Ridge, Illinois



Patry Sterling, a NASE Member from Chicago Ridge, Illinois was awarded a NASE Growth Grant in the second quarter of 2023. Freight Dynamos provides freight brokerage services to customers within and around Illinois.

Q3 Winners

Dr. Erin Belleville
The Restorative Vet
Orcutt, California



Dr. Erin Belleville, a NASE Member from Orcutt, California was awarded a NASE Growth Grant in the third quarter of 2023. The Restorative Vet is a solo practitioner veterinary service offering acupuncture, electroacupuncture, manual massage, and cold laser therapies. An integrative approach to pet health.

Kevin Arpin
SP2 Materials LLC
Coventry, Connecticut



Kevin Arpin, a NASE Member from Coventry, Connecticut was awarded a NASE Growth Grant in the third quarter of 2023. SP2 Materials provides independent scientific and technical consulting services for matters involving materials science.

Juan Manzanares
JC's Painting and More
Poulsbo, Washington

JC'S Painting and More

Juan Manzanares, a NASE Member from Poulsbo, Washington was awarded a NASE Growth Grant in the third quarter of 2023. JC's Painting and more is a handyman contracting business specializing in carpentry, house painting, drywall, sheetrock, wood trim, molding, decking, remodeling and more.

Jessica Postiglione
Bonny
New York, New York



Jessica Postiglione, a NASE Member from New York, New York was awarded a NASE Growth Grant in the third quarter of 2023. Bonny is a sustainably designed fiber supplements brand designed to not only look and taste beautiful but also make you feel that way.

Bryan Castle
Movement Culture LLC
Tucson, Arizona



Bryan Castle, a NASE Member from Tucson, Arizona was awarded a NASE Growth Grant in the third quarter of 2023. Movement Culture is a dance space rental venue that also offers classes for capoeira, zumba, yoga and more.

Heather Stork
Heather Stork Compliance Services, LLC
St. Louis, Missouri



Heather Stork, a NASE Member from St. Louis, Missouri was awarded a NASE Growth Grant in the third quarter of 2023. Heather Stork Compliance Services offers environmental, health and safety compliance and consulting services.

Alec Francis
ATMM 365 LLC
Mount Vernon, New York



Alec Francis, a NASE Member from Mount Vernon, New York was awarded a NASE Growth Grant in the third quarter of 2023. ATMM 365 is an ATM placement company located in New York partnering with a network of ATM professionals. ATMM 365 has a proven business model and over twenty years experience in the ATM business.

Q4 Winners

Andrew Kahora
Barrington Motor Works
Barrington, New Hampshire



Andrew Kahora, a NASE Member from Barrington, New Hampshire was awarded a NASE Growth Grant in the fourth quarter of 2023. Barrington Motor Works specializes in restoring and servicing vintage BMW motorcycles.

Kenzel Fallen
Three Keys Coffee
Houston, Texas



Kenzel Fallen, a NASE Member from Houston, Texas was awarded a NASE Growth Grant in the fourth quarter of 2023. Founded in 2019, Three Keys Coffee is a craft coffee roastery and café as well as an event space.

David Usevitch
Nursetech
Lehi, Utah



David Usevitch, a NASE Member from Lehi, Utah was awarded a NASE Growth Grant in the fourth quarter of 2023. Nursetech offers an organization product that saves time and money for nurses and hospitals while also contributes to less errors and more patient care.

Hardy Hyppolite
Kreyol Spirits
New York, New York



Hardy Hyppolite, a NASE Member from New York, New York was awarded a NASE Growth Grant in the fourth quarter of 2023. Founded in February 2020, Kreyol Spirits is an award-winning bourbon brand producing a smooth-tasting straight bourbon whiskey and a premium Manhattan cocktail.

Steven Bailey
Mt. Pleasant Growers LLC
Amherst, Virginia



Steven Bailey, a NASE Member from Amherst, Virginia was awarded a NASE Growth Grant in the fourth quarter of 2023. Mt. Pleasant growers is located on a 35 acre farm and produces fresh, high quality hydroponic microgreens, lettuce, greens, and herbs year-round.

Nicole Terrill
Nordic Night LLC
Stevens Point, Wisconsin



Nicole Terrill, a NASE Member from Stevens Point, Wisconsin was awarded a NASE Growth Grant in the fourth quarter of 2023. Nordic Night is a wood fired sauna facility providing both community and private sauna sessions for relaxing and wellbeing.

Willie Quinn
E. Quinn Consulting, LLC
Rochester Hills, Michigan



Willie Quinn, a NASE Member from Rochester Hills, Michigan was awarded a NASE Growth Grant in the fourth quarter of 2023. Bill Quinn is the CEO/Managing Coach of E. Quinn Consulting, LLC and The Quinn Quantum Academy, a 14-year small business coaching consultancy.



NASE Scholarships

In 2023, NASE awarded five Dependent Scholarships. Our scholarship is designed to ease the financial burden to legal dependents of NASE Members that are between the ages of 16 and 24 by offering five \$3,000 educational scholarships. Since 1989, the NASE Scholarship Program has awarded nearly **\$2 million** to members' dependents. This year saw our review team process twenty great applications and we would like to thank everyone who applied. The five chosen in 2023 worked very hard and we wish them the best of luck not only in their academic studies but their future endeavors as well.



Leila Roberti
2023 | Frisco, Texas

Leila will use the scholarship to attend Texas A&M University where she plans to major in Agribusiness.



Stacey Armah
2023 | Lawrenceburg, Indiana

Stacey will use the scholarship to attend Northern Kentucky University where she plans to major in Business Information Systems.



Aidan Fischer
2023 | Niles, Illinois

Aidan will use the scholarship to attend University of Wisconsin Madison where he plans to major in Business.



Liam Gass
2023 | Murrieta, California

Liam will use the scholarship to attend Embry-Riddle Aeronautical University where he plans to study Aerospace Engineering and Cybersecurity.



Nona Strand
2023 | Daleville, Alabama

Nona will use the scholarship to attend University of Alabama at Birmingham where she plans to major in Biomedical Science.

Contact Us

At NASE, you matter! Your feedback is very important to us, and we need you to tell us what you think, whether it's your opinion about a legislative issue, questions about benefits, a request for more information or an idea that will support your success.

Phone

For residents of the Continental US:

1-800-649-6273

7:00 AM–6:00 PM CST | Monday–Friday

For residents of Alaska and Hawaii:

1-800-232-6273

7:00 AM–6:00 PM CST | Monday–Friday

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For legislative and research-related inquiries, please contact the NASE's legislative office at **202-751-2502**.

For interview requests or media-related inquiries, please contact NASE Media Relations at **202-670-5747**.

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