

ZENA NEWS

Lead the Change You Want to See

MAY 2024

ZENA CONSULTING

Small & Local Businesses Deserve Your Support Year Round



Zena Consulting
Founder / Owner

Small Business Week is 4/30 to 5/4. For over 70 years this has been a time to pay homage to small, local, and entrepreneurial businesses that are 99% of our economy. According to the *National Association for the Self-Employed* (NASE), they're the heart and spirit of the American dream. They also generate 2/3 of new jobs each annually- despite clear advantages of scale and resources big corporations enjoy.

Small & Local Business Gives the Most Bang for Your Buck

Every business starts off small! Before buying from big chains consider the long-term value small and local firms bring to your community. These nimble entities employ your neighbors, lay them off only as a last resort, and support your local government with tax dollars.

NASE also notes a few lesser-known contributions. Small and local businesses offer a pathway to financial independence, encourage innovation and creativity within industries, and help create more employment opportunities. This is especially true in rural regions.

Mompreneurs Work The Hardest

With Mother's Day on May 12 it's a good time to acknowledge this special category of owners. The only thing harder than starting or running your own business may be raising a family at the same time.



Suzanne Brown, CEO of Mompowerment, says 1 in 3 female business owners is a mother. They tend to focus on retail or services, such as healthcare and social assistance. They don't do it for the money- about 88% of all women-owned businesses generate less than \$100,000. For moms and women it's about flexibility and work/life balance. Find her books and free templates on the topic at www.mompowerment.com.

EVENTS



Free OMWBE Public Works (PWSBE) Certification

"Public Works" is all work, construction, alteration, repair, or improvement paid for by state and local governments, public universities, and other public organizations.

WA State wants to hire more small businesses so agencies must use a small business if six or more are available and they must rotate contract awards to different businesses.

Benefits of a PWSBE certification include:

- Free listing in the WA *Small Works Roster*
- Direct contracting for projects under \$150,000

Apply at:
www.omwbe.wa.gov.

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