

## Special Anniversary Symposium Edition

### The Office of Advocacy at 40: Looking Back on a Regulatory Landscape Forever Changed for the Better

By Darryl L. DePriest, Chief Counsel for Advocacy

I consider myself extremely fortunate to have arrived as chief counsel for advocacy just in time to be a part of the recognition of so many significant milestones for the Office of Advocacy. First and foremost is the 40th anniversary of the office's creation in 1976. Equally important are the key legislation and executive orders that have strengthened the office's function in the ensuing decades, namely, the Regulatory Flexibility Act (RFA), now 35 years old; the Small Business Regulatory Enforcement Fairness Act, now 20; and Executive Order 13272, now 15.

It is appropriate to recognize these important events and reflect on how they have changed the interaction between small entities and the federal government. What I have seen the dedicated staff of the office achieve on behalf of small business in the six months of my tenure reminds me of one of my favorite movies, *The Wizard of Oz*, and the historic scene where the cyclone carries Dorothy and Toto over the rainbow from black-and-white Kansas to the colorful world of Oz. The office's creation, together with the previously mentioned legislation and executive orders, are the cyclone that has swept small entities out of the black-and-white world of "one-size-fits all" regulations, and deposited them in a colorful world



where the effects of regulations on small business are examined and attempts are made to lessen their economic impact.

**"It is appropriate to recognize these important events and reflect on how they have changed the interaction between small entities and the federal government."**

The analogy is not perfect. Undoubtedly, unlike Dorothy and Toto, small entities definitely do not want to go home; the post-RFA "Oz" is a much better place.

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### Recent Developments in the Office of Economic Research

By Christine Kymn, PhD, Chief Economist and Director of Economic Research

Within the Office of Advocacy, the Office of Economic Research (OER) plays a critical role in supporting the office's statutory mission. As stated in Advocacy's founding legislation, OER "examine[s] the role of small business in the American economy and the contribution which small businesses can make...." OER also analyzes the direct costs and other effects of government regulation on small businesses. [15 U.S.C. 634b(1) and (3)]

As part of this mission, OER constantly seeks to improve upon existing products, techniques, and communication with the small business community, which includes not only small businesses but also the policymakers who represent their interests. These recent improvements fall into four areas: timely and actionable research, data availability and digestibility, regulatory analysis, and increased presence in the small business community.

#### Timely and Actionable Research

OER remains committed to current and policy-relevant research. To this end, OER has increased staff, added new research topics and products, and implemented changes aimed at publishing the highest quality, reproducible, and transparent research.

OER has added several new research

economists to accommodate a broader research agenda. These new staffers bring highly specialized data and technical skills to the research team, which has allowed OER to pursue new, complicated, and small business-relevant projects. The research agenda broadened to include emerging small business issues such as alternative finance and crowdfunding, and entrepreneurship in the STEM fields (science, technology, engineering, and math).

The newly redesigned *2016 State Economic Profiles* represent an important improvement in the reproducibility and transparency of OER research. Now, anyone can reproduce the 2016 state profiles with the most currently available small business data.

OER has introduced a wider

range of research products to meet the needs of our diverse small business stakeholders. For example, we now publish an Economic Research Series, which provides multiple products under such themes as Trends in Entrepreneurship, International Trade, or Alternative Finance.

A joint effort by OER and Advocacy's Office of Information has resulted in new and engaging fact sheets, issue briefs, and infographics. The most recent fact sheets provide small business statistics using the U.S. Bureau of the Census's 2012 Survey of Business Owners. Our most recent infographic is titled *How Can Crowdfunding Help Entrepreneurs?*

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In September 2015, Chief Economist Christine Kymn, Region 10 Advocate Jenn Clark and Economists Lindsay Scherber and Miriam Segal met in Oakland, California, with various women's business groups to discuss how to get more capital into the hands of women.

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## Message from Capitol Hill

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### A View from Capitol Hill: Strengthening Advocacy and the Regulatory Flexibility Act

By U.S. Representative Steve Chabot, Chairman of the House Small Business Committee

One of my political heroes, President Ronald Reagan, once joked, “Government’s first duty is to protect the people, not run their lives.”

Since I became chairman of the House Small Business Committee last year, our committee has been working tirelessly to reduce the regulatory burden on America’s small businesses.

Twenty-eight million strong, these engines of economic growth employ half the private sector workforce and create 63 percent of all new jobs.

My philosophy has always been that government should be doing all it can to encourage small businesses—not discourage them.

To me, this means getting government out of the way and off the backs of America’s small companies so they can do what they do best: create jobs and help grow our economy.

This effort has been an uphill battle, to say the least. Over the last seven years, we have seen a chilling pattern of regulatory overreach coming out of Washington. Small businesses routinely get hit worst and first as federal regulators add new layers of red tape. Making matters worse, too many agencies do a poor job of assessing the impacts of regulations on small businesses, which hides the true costs from the American public.

However, we know all too well that small businesses bear a disproportionate share of the federal

regulatory burden. I hear it every week from small business owners back home in Ohio and in our hearing room in Washington, D.C.

Small businesses have fewer resources and don’t have in-house lawyers and regulatory compliance staff to help them navigate complicated federal rules. That’s why it is critical that federal agencies analyze the small business impacts of new regulations and reduce unnecessary and excessive burdens.

This year marks over 35 years since the Regulatory Flexibility Act was enacted. While the law has yielded some successes, regulators still routinely ignore the RFA’s requirements and the concerns the Office of Advocacy raises on behalf of small businesses.

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**“This year marks over 35 years since the Regulatory Flexibility Act was enacted.”**

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That’s why I introduced the “Small Business Regulatory Flexibility Improvements Act of 2015” (H.R. 527) which passed the House with bipartisan support last year. Our bill strengthens the RFA and provides the Office of Advocacy with additional authority to ensure that federal agencies assess the impact of the new regulations on small businesses and consider alternatives to reduce burdens. By changing the law, our



Chairman Steve Chabot

aim is to change Washington’s regulatory culture so that the federal government works for small businesses instead of against them.

As the Office of Advocacy commemorates 40 years since it was founded, 35 years of the RFA, 20 years of the Small Business Regulatory Enforcement Fairness Act, and 15 years of carrying out its duties under Executive Order 13272, I am calling on Washington to refocus its efforts to cut red tape and help our small businesses thrive.

If we are successful, it will serve as an excellent example of what we can achieve when we work together to empower American entrepreneurs.

# ADVOCACY ANNIVERSARY SYMPOSIUM



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you can join us for this exciting event!**

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## Changed for the Better,

*from page 1*

In addition, I suspect that few, if any, would claim that the office's efforts in advocating on their behalf have taken small entities completely over the rainbow.

Thus, despite the progress that has been made during the past 40 years, significant work remains to be done. In April, I testified before the Senate Committee on Small Business and Entrepreneurship concerning the office's proposals for legislative improvements to the RFA. One of the proposals is to

strengthen the RFA's retrospective review requirement. Given the fact that regulations will continue to be necessary in our increasingly complex society, serious effort should be made to review existing regulations and repeal those that are no longer relevant yet still cost small businesses every year.

In "Over the Rainbow," Dorothy sings of a place where the "dreams that you dare to dream really do come true." For many families across our country,

owning a successful small business is the realization of their American Dream. Half of our nation's work force is employed by small business and two out of every three jobs are being created by small business. As we look back on the past 40 years, and look forward to the years to come, I am certain that the Office of Advocacy will continue to work on behalf of the dreamers.

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## Economic Research,

*from page 2*

### Data Availability and Digestibility

Recently, OER increased its efforts in making quality small business data available. These efforts involve working with the U.S. Census Bureau and other federal partners. In addition to filling data gaps, OER is focused on improving data visualization and usability for existing data.

### Regulatory Analysis

Analyzing the impact of government regulation on small businesses is another key function of the Office of Advocacy. Recently, OER increased its staff of regulatory economists. The regulatory economists work hand-in-hand

with Advocacy's attorneys on SBREFA panels, regulatory review, and RFA training while also conducting small business research. They contribute strong economic and public policy analysis to Advocacy's regulatory work.

### Increased Presence in the Small Business Community

OER's team has also increased its presence at roundtables, conferences, and symposiums—giving presentations, serving on panels, and attending events related to pressing issues in small business and regulatory research. This increased participation allows OER economists to share our

research with other researchers and policymakers while also directly connecting with small businesses. OER also now hosts a monthly Small Business Economic Research Forum with a small group of federal and academic researchers.

### Conclusion

OER's recent developments support the Office of Advocacy's ongoing statutory mission. Each improvement was enacted with the goal of better serving the small business community, and OER welcomes any suggestions or feedback for future directions.

### ***SMALL BUSINESS RESEARCH LINKS***

2016 State Economic Profiles: <http://go.usa.gov/ch3Bj>

Alternative Finance: <http://go.usa.gov/ch3Bh>

Crowdfunding: <http://go.usa.gov/ch3K4>

STEM Entrepreneurship: <http://go.usa.gov/ch3KG>

Trends in Entrepreneurship: <http://go.usa.gov/ch3kd>

International Trade: <http://go.usa.gov/ch383>

### Advocacy: A Field Perspective

By Becky Greenwald, Regional Advocate, Region 7

Constant innovation and change are the source of myriad new opportunities and threats. The potential for both helpful and harmful applications of new technologies often triggers governmental oversight and rulemaking responsibilities. Communication between business stakeholders and government regulators is absolutely critical to ensure effective, responsible, and reasonable regulatory oversight. This is where the Office of Advocacy and its regional advocates play a vital role. Advocacy's 10 regional advocates operate at the intersection of "high tech and high touch."

The chief counsel for advocacy depends on input from the regionals, similar to the way members of Congress rely on their staff back in their districts to keep informed of local happenings. By operating at the grass roots level—across all 50 states, the District of Columbia, and the U.S. territories—the regionals are in constant contact with the business community in the geographies they serve. Regionals enhance the Office of Advocacy's effectiveness while magnifying the voice of small business owners throughout the rule writing process.

The regionals interact directly with small business owners, stakeholders, and small business trade associations. They are constantly listening to small business owners, learning about the barriers they face, and seeking best practices and big ideas to share. Most business owners and stakeholders are relieved to learn about the Office of Advocacy's mission and the Regulatory Flexibility Act's existence; they appreciate knowing

Advocacy is continuously working to level the playing field by promoting policies to help small businesses grow, generate jobs, and prosper.

Each regional advocate pursues activities to increase understanding of Advocacy's role in the rulemaking process. Regionals help de-mystify the regulatory process and provide an on-ramp for small business owners who want to better understand or take part in the process. Many good ideas are generated from small business owners doing the work of starting, building, and growing their businesses. But they have little time to travel to Washington, D.C., to insert themselves into the regulatory process when they are consumed with keeping their doors open, paying their bills, and selling their goods or services. The regionals help these small business owners understand how they can provide input without leaving their establishments.

The regionals also give visibility to and encourage discussion around Advocacy's economic research studies. These studies focus on timely small business issues, providing empirical evidence and policy considerations which elected officials, academia, and trade associations find helpful.

In a world where constant innovation and ever-changing, disruptive business models are the norm, the need for effective communication among all stakeholders throughout the regulatory process is all the greater. Regionals enhance Advocacy's mission by broadening small business participation, making small businesses aware of the RFA, and bringing more business owners into the regulatory process. The regionals strengthen Advocacy's work as "the independent voice of small business within the federal government."



The Office of Advocacy's Regional Advocates. From left, Ngozi Bell, Yvonne Lee, Becky Greenwald, Lynn Bromley, Jenn Clark, John Hart, Teri Coaxum, Mark Berson, and Caitlin Cain (Not pictured: Henry Sanders).

### The Office of Advocacy's Legislative Priorities for 2016

By Elle Patout, Congressional Affairs and Public Relations Manager

The Office of Advocacy prides itself on the three pillars of its mission: regulation, research, and outreach. Advocacy derives its purpose in the regulatory process through the Regulatory Flexibility Act (RFA). This law, signed a little more than 35 years ago, ensures that as federal agencies create rules to benefit our country, they also provide alternatives for small businesses. As regulations evolve with changes in technology and the workforce, so too must the RFA evolve to maintain a small business presence at the table in the regulatory process. Earlier this year, Chief Counsel for Advocacy Darryl L. DePriest announced Advocacy's legislative priorities for 2016. These priorities speak to the areas of the RFA that would benefit from changed or added language. Each of the office's six legislative priorities is summarized below.

#### Indirect Effects

Under the RFA, agencies are only required to examine entities directly impacted by the rule. Advocacy believes that indirect effects should be part of the RFA analysis, but that the definition of indirect effects be specific and limited so the analytical requirements of the RFA remain reasonable.

#### Scope of the RFA

In some cases, federal agencies use different rulemakings than the more familiar notice and comment. Requiring RFA analysis on interim final rules, and expanding the analysis to include special conditions for the

IRS would allow for greater small business consideration in federal rulemakings.

#### Quality of Analysis

Currently agencies are not required to estimate cost savings in their final regulatory flexibility analysis (FRFA). Federal agen-

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**“Small businesses are critical to a healthy economy and Advocacy believes that these measures will give them greater support in the regulatory process”**

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cies should not only include these estimates but also clearly state the elements of the initial regulatory flexibility analysis and FRFA in the preamble to the proposed and final rule, respectively.

#### Quality of Certification

Some of the most frequent comment letters that Advocacy writes concern the improper certification of a rule under the RFA. If agencies were required to publish a threshold analysis, supported by data, as part of the factual basis

for the certification, improper certifications would occur less often.

#### SBREFA Panels

SBREFA (Small Business Regulatory Enforcement Fairness Act) panels have proven to be extremely beneficial to the small business community during rulemakings at the EPA, OSHA and CFPB. Adding the Fish and Wildlife Service to the list of covered agencies would improve that agency's rulemakings. Furthermore, requiring covered agencies to provide better information in advance of the panel would give rise to better discussion and better rules.

#### Retrospective Review

We have all heard of old or outdated regulations currently in effect that no longer serve a purpose. Strengthening section 610 of the RFA would require agencies to prioritize petitions for review that seek to reduce the regulatory burden on small business and provide for more thorough consideration of alternatives.

To find Advocacy's legislative priorities in their entirety, please visit the office's website. Small businesses are critical to a healthy economy and Advocacy believes that these measures will give them greater support in the regulatory process. Advocacy welcomes the opportunity to work with small businesses, stakeholders, and policy makers to craft the best piece of legislation to improve the Regulatory Flexibility Act.



## Regulatory News

### Executive Order 13272's Profound Effect on Advocacy and the RFA

By Bruce Lundegren, Assistant Chief Counsel

On August 13, 2002, President George W. Bush issued Executive Order 13272, "Proper Consideration of Small Entities in Agency Rulemaking." This executive order (E.O.) has had a profound effect on the Office of Advocacy and has strengthened the voice of small business in the regulatory process. Owing to its value, the E.O. remains in effect today.

One of Advocacy's principle activities is overseeing federal agency compliance with the Regulatory Flexibility Act (RFA), which requires federal agencies to assess the impact of their regulations on small entities and consider less costly alternatives. Prior to E.O. 13272, agency compliance with the RFA was uneven at best, and federal agencies routinely issued "boilerplate" RFA certifications asserting—without any factual basis—that their regulations would have no significant impact on small businesses.

E.O. 13272 changed this. For starters, the E.O. required all executive branch agencies to consult with Advocacy to develop policies and procedures for complying with the RFA and to post these

on their on their websites. This enhanced the prominence of the RFA and strengthened Advocacy's relationship with federal policy-makers—particularly with respect to the agencies' analysis of how their regulations affect small entities. E.O. 13272 requires agencies to specifically notify Advocacy of their draft rules that may have a significant economic impact on a substantial number of small entities, either at the time their draft rules are submitted to the White House for review, or at a reasonable time prior to their publication in the *Federal Register*. This has ensured that Advocacy can review agency rules before they are published. Finally, the E.O. requires agencies to carefully consider any public comments filed on their draft rules by Advocacy—a requirement that has now been codified in the RFA itself.

The most significant obligation imposed by E.O. 13272 was actually imposed on Advocacy itself. The E.O. required Advocacy to inform agency heads about the requirements of the RFA and to train federal agencies on RFA compliance. Because of this

directive, Advocacy developed an RFA training course and has been offering RFA training since 2003. Since that time, Advocacy staff have trained thousands of federal rule writers and policymakers about the RFA. The effects of RFA training are apparent in improved rules that consider small businesses impacts.

The E.O. also formally integrates Advocacy into the White House's central review of significant regulations, a process overseen by the Office of Information and Regulatory Affairs within the Office of Management and Budget. This has helped ensure that RFA analyses are rigorous and that the impacts of regulations on small business are considered before regulations are issued.

In passing the RFA in 1980, Congress wanted to avoid the type of "one-size-fits-all" regulations that often impose disproportionate costs and burdens on small businesses. E.O. 13272 strengthened this effort and provided small business—through the Office of Advocacy—with a stronger voice in the rulemaking process.



Assistant Chief Counsel Bruce Lundegren overseeing an Advocacy roundtable.

### Twenty Years of SBREFA Panels Show Small Business Outreach Works

By David Rostker, Assistant Chief Counsel

Small businesses are disproportionately affected by federal regulations. Compared to large businesses, they face different challenges accessing markets, capital, and expertise. They have fewer people, resources, and products across which to spread their regulatory costs. And they generally have less capacity to provide input on the full range of upcoming federal regulations. The Regulatory Flexibility Act requires agencies to consider ways to minimize their impacts on small businesses when they regulate, but if agencies don't understand the issues small businesses face, they can't accommodate them. Direct consultations with small businesses are therefore crucial to regulations that are friendlier to small businesses.

In 1996, Congress created a new process for select agencies to consult directly with small entities about the potential effects of proposed rules. The Small Business Regulatory Enforcement and Fairness Act of 1996 (SBREFA) created the "SBREFA panel," to be convened by key agencies whenever a draft rule was expected to have a significant economic impact on a substantial number of small entities. This requirement initially applied to the Environmental Protection Agency (EPA) and the Occupational Safety and Health Administration (OSHA) and was later expanded to cover the Consumer Financial Protection Bureau (CFPB). Each panel would be made up of representatives from the regulating agency, the chief counsel for advocacy, and the administrator of the Office of Information and Regulatory Affairs (OIRA). The panel would conduct outreach to small entities likely to be affected,

seek to understand the likely effects of the upcoming rule, and consider alternatives that would minimize those effects. At the end of the process, the panel would issue recommendations to the agency.

In the 20 years since SBREFA created the panel process, these three agencies have completed almost 70 panels. Small entities and their representatives have been directly engaged in each one. These small entities received valuable insight straight from agency staff on the likely effects of the proposed rule. They had the opportunity to respond directly and in writing to the agency, questioning and challenging the agency's policy proposals and information. And they interacted directly with the rule writers, proposing flexibilities and alternatives that would minimize their costs while accomplishing the agency's statutory objectives. In these limited circumstances, small entities have had an opportunity usually afforded only to those with resources to have full-time lobbyists, to directly influence federal decisions about regulation before the decisions are made.

Advocacy considers SBREFA panels to be a resounding success. Thanks to the significant efforts and resources devoted by these three agencies, panels have vastly improved small businesses' access to EPA, OSHA, and CFPB rulemakings. Panel consultations have provided valuable information to the agency, OIRA and Advocacy, and this is repeatedly referenced throughout the regulatory development process. The panel's consensus recommendations for flexibilities are adopted into the final rules more frequently than not. Small

entities that have participated have expressed appreciation for the opportunity to speak directly to the rule writers and to have their say, even knowing that they may still be subject to significant costs after the rule goes final.

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**"Outreach works, and small businesses are always better off when regulating agencies come face-to-face with those affected by their rulemakings."**

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The most frequent criticism of EPA, OSHA and CFPB panels is that there are too few of them. If the agency certifies that the rulemaking will not have a significant economic impact on a substantial number of small entities, it does not have to convene a panel. Advocacy frequently challenges agency certifications in public comment letters, and for these three agencies this means challenging the decision not to convene a panel. However, small business outreach can take many forms, and Advocacy always encourages agencies to devote resources to small business outreach, regardless of the panel requirement.

Advocacy celebrates 20 years of SBREFA panels because outreach works, and small businesses are always better off when regulating agencies come face-to-face with those affected by their rulemakings. While there is no guarantee of the ultimate outcome, the formal outreach required by SBREFA panels has proved to be worthwhile for everyone involved.

### Being the Voice of Small Business in the Rulemaking Process

By Janis Reyes, Assistant Chief Counsel

When federal agencies draft rules, the Office of Advocacy's job is to highlight the potential economic effect of these rules on small businesses. Ultimately, our goal is to help find solutions or alternatives that may minimize potential costs to small entities while still meeting agency objectives.

Last year, I traveled all over the country to listen to small businesses and to be their voice in the regulatory process. The number one question I am asked is, "How can I, as a small business owner, get involved in important rulemakings that affect my operations?" Here are the most important ways:

1. Stay up to date with the Office of Advocacy by joining our email lists. Go to our webpage at [www.sba.gov/advocacy](http://www.sba.gov/advocacy), and subscribe to receive the updates on regulations, comment letters, and small business data. Advocacy's 14 regulatory attorneys review thousands of pages of regulations in the Federal Register every week and summarize the important regulations affecting small businesses in e-mail regulatory alerts.

2. Comment on regulations affecting your business. Under the Administrative Procedure Act, agencies are required to seek public feedback on regulations. Small businesses can directly comment to agencies on how regulations affect them on this website: [www.regulations.gov](http://www.regulations.gov). Small businesses can also provide this feedback directly to Advocacy. Data on how rules affect business operations are helpful to us in our efforts with federal agencies.

3. Reach out to Advocacy's 10 regional advocates, the office's "eyes and ears" across the country. The regionals meet with small

businesses every day, help identify regulatory concerns, gather information, and convey these findings to staff in Washington. Small business site visits are another important form of information gathering. They provide Advocacy staff with firsthand information about how businesses operate and how regu-

**"Advocacy's job is to listen to small business and amplify their voice in Washington policymaking"**

for advocacy and staff also speak at small business conventions and meet with small business owners and representatives. These visits often demonstrate how small businesses are disproportionately affected by regulations as compared to large firms, and that economic impacts may vary depending on the industry or the size of the small business.

4. Attend Advocacy's small business roundtables. Advocacy roundtables bring together federal officials, small business owners, and other interested parties. They are a unique opportunity for officials and policymakers to hear directly from the public as



Members of the Bryn Mawr Film Institute and the National Association of Theater Owners present at an Advocacy roundtable on the Department of Justice rules affecting small movie theaters.

lations affect them. In the last few years Advocacy staff has visited locations such as movie theaters, restaurants, startups, a grocery store, a spice factory, a fishery, and a laboratory. The chief counsel

Advocacy facilitates an open discussion. In FY 2015, Advocacy hosted 21 roundtables. These roundtables help the attorneys obtain small business feedback for public comment letters to the

agencies on important regulations. Advocacy roundtables are useful in a variety of ways. Small businesses may ask agency officials specific questions about a draft regulation, or discuss provisions that need clarification. Since small businesses are experts on their industries, they can provide practical insights to regulators on how a rule would actually work, how it would affect their finances, and what creative solutions might minimize costs.

Small businesses and their representatives can also develop a relationship with Advocacy through these roundtables, and continue to participate in other rulemakings that affect them. For example, last year Advocacy held three roundtables on the Department of Labor’s proposed overtime regulations under the Fair Labor Standards Act in Washington, D.C.; Louisville, Kentucky; and New Orleans, Louisiana. At these roundtables, we learned that small businesses in Louisville and New Orleans may



Assistant Chief Counsel Janis Reyes and Regulatory Economist Jonathan Porat visit ValuMarket, a small business located in Louisville, Kentucky, in July 2015.

incur higher costs than those in Washington, D.C.; the lower wage structure in these Southern states would make more of their workers eligible for overtime. Advocacy incorporated these findings in our comment letter and recommended that DOL consider regional wage differences for this rule.

Advocacy’s job is to listen to small business and amplify their

voice in Washington policymaking. Advocacy provides tools to small businesses to help them participate directly in the rulemaking process. And when owners cannot be directly involved, the office’s outreach efforts—regional advocacy, site visits, and small business roundtables—help Advocacy represent the small business point of view.



A lively discussion during a women’s, veterans’, and minority small business breakout session at an Advocacy event in Howard County, Maryland.

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## Advocacy News

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### Advocacy in the Digital Age

By Emily Williams, Outreach and Event Specialist

In the past few years, everyday lingo has changed; instead of people wanting you to email or call them, they want you to follow them on Twitter or find them on Facebook. In today's 24-hour news cycle, when we want information, we simply look it up and get immediate satisfaction. With the cultural shift in how people find information, the Office of Advocacy has refocused how it delivers the small business message.

When people want information from Advocacy, they go to our webpage. We are hoping to make that easier for our stakeholders by putting our information out on various platforms that people check multiple times a day. When

a new economic report is rolled out, it is posted to Twitter and Facebook. It is posted several times so the information will show up in your timeline a few times so you don't miss it. Social media is a great way to highlight small business facts and figures from our economic research as well. Little snippets can be taken from the report. These let some readers get the gist of a report without skimming the entire thing, and they make other readers interested in seeing the report in its entirety.

Advocacy's blog is a great way to keep up with smaller events and read more in depth on the everyday happenings of the office. The blog features write-ups on regional events, economic reports, and

small business visits around the country.

Finally, Advocacy simplifies the distribution of our economic reports, regulatory comment letters, newsletters, and regulatory alerts by sending them out on three email lists. Every time Advocacy has something new to share, it is sent directly to your inbox.

To keep up with all of Advocacy's happenings, you can follow us on [Twitter](#) (@AdvocacySBA), like us on [Facebook](#) ([www.facebook.com/AdvocacySBA](http://www.facebook.com/AdvocacySBA)), read our [blog](#) ([advocacysba.sites.usa.gov/](http://advocacysba.sites.usa.gov/)), and [sign up](#) to receive emails from us (<https://www.sba.gov/content/connect-us-0>).

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### The Small Business Advocate

*The Small Business Advocate newsletter is published by the U.S. Small Business Administration's Office of Advocacy. It is distributed electronically to 35,000 subscribers.*

*The Office of Advocacy is the independent voice for small business in the federal government. The office is the watchdog of the Regulatory Flexibility Act (RFA) and the source of small business statistics. Advocacy advances the views and concerns of small business before Congress, the White House, the federal agencies, the federal courts, and state policymakers.*

To begin receiving the newsletter or to update your subscription, visit [www.sba.gov/content/connect-us-0](http://www.sba.gov/content/connect-us-0)

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