



*Jenelle Saunders, WTS-LA 2021-22 President*

## **The Business of America—and WTS-LA—Is Small Business**

In America, small businesses are a very big deal. Not sure? Consider this. According to the US Small Business Administration (SBA), there are 30.2 million small businesses in the US today. In fact, small businesses comprise 99.9% of all businesses in the US. So small businesses matter a lot. I know because I work for one.

Berg & Associates, Inc. (Berg) is a woman-owned small business, and one that has somewhat of a WTS-LA legacy. Besides being awarded WTS-LA's 2012 Employer of the Year, the owner of our company, Deborah Berg, was a past WTS-LA President, and I'm proud to say that Berg is the first WBE/SBE to count two LA Chapter Presidents (thank you for the mentoring, Deb! And please excuse my shoutout – but you can't blame me.)

Working for a small business has enabled me to wear many hats and take on a wide range of responsibilities where I know my contributions make a real difference. It's flexible, empowering, and provides a thriving environment for employees to grow and achieve their goals in the workforce. Not only is a small business great for an employee, but the local community benefits by keeping money close to home. A successful local business will pay higher taxes which are then used for local police, fire departments, and schools. A thriving local business can also boost property values in the area; so if you live close to these booming small businesses, that works in your favor.

For SBE owners, creating a successful small business is a monumental achievement. It takes someone made of very stern stuff, one who is fearless, driven, smart, savvy, and compassionate, to name a few attributes. I admire those small business entrepreneurs because of what it took and what it takes to create and sustain a small business through everything including fires, floods, a global pandemic, social upheaval, economic cycles, and everything else we all face today—and what we'll face tomorrow.

There are things that individuals can do for small businesses they interact with every day. The simplest thing to do is to just recognize them, thank them, and ask them about their story. Maintaining and growing a small business is a Herculean task, and it's wonderful to have that recognized and acknowledged. Also, raise awareness to others about Small Business Month and the fact that there are so many small businesses all around us. If you're in a position to, support a small business. Sometimes a single additional purchase or engagement can make a world of difference.

So, here's to small businesses, all 30.2 million of them in the US. Let's recognize them.

Small businesses are a big deal in the US, bigger than most people know. This May let's honor their contribution and the women and men that make them happen.

Jenelle Saunders  
Berg & Associates, Inc.

For a list of the 2021-2022 Board of Directors, click [here](#).

Connect with us via social media ([Instagram](#), [Facebook](#), [LinkedIn](#), and [Twitter](#)).