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## **FOR IMMEDIATE RELEASE**

### **Local Business Owner, Tina Caye, Named to NSBA Leadership Council**

**Alexandria, VA** – Tina Caye of Clover Collective was recently named to the National Small Business Association (NSBA) Leadership Council. NSBA is the nation’s oldest small business advocacy organization, and operates on a staunchly nonpartisan basis. Caye, a recognized leader in the small-business community, joins the NSBA Leadership Council alongside other small-business advocates from across the country as they work to promote the interests of small business to policymakers in Washington, D.C.

“As a small-business owner, I see daily the importance of being involved and active when it comes to laws and regulations for Small Business,” stated Caye. “Joining NSBA’s Leadership Council will enable me to take our collective small-business message to the people that need to hear it most: Congress.”

Tina founded Clover Collective on one core principle - that community is more powerful than the individual, and by bringing together the most talented creatives from every field, Clover is able to solve big challenges while keeping costs lower than a traditional agency model.

With a diverse career in creative roles specializing in the development of unique brand identities, marketing communications, design, interactive media and advertising, Tina is experienced in the management of all aspects of the creative process from concept to production. She and her team have developed creative methodologies that facilitate success in a variety of industries including healthcare, finance, and government services. All the while, they strive to keep collaboration and authenticity at the forefront of all they do.

Caye joined the NSBA Leadership Council as part of her efforts to tackle the many critical issues facing small business, including tax reform, regulatory restraint, health care costs and how the Affordable Care Act will impact small business. The NSBA Leadership Council is focused on providing valuable networking between small-business advocates from across the country while ensuring small businesses a seat at the table as Congress and regulators take up key small-business proposals.

“I am proud to have Tina Caye as part of our Leadership Council,” stated NSBA President and CEO Todd McCracken. “She came to us highly recommended and I look forward to our coordinated efforts for years to come.”

Please click here to learn more about Tina and Clover Collective [www.clovercollective.com](http://www.clovercollective.com).

For more on the NSBA Leadership Council, please visit [www.nsba.biz/leadershipcouncil](http://www.nsba.biz/leadershipcouncil).

Clover Collective is a woman-led, full-service marketing and branding agency that firmly believes in the power of community. Our diverse community of designers, developers, CX and UX experts, and marketing strategists convene around a common goal: to bring together the best creatives in the business and amplify the success of brands we believe in.

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