



**FOR IMMEDIATE RELEASE**

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**Local Business Owner, Cheryl McCants, Named to NSBA Leadership Council**

**Newark, N.J.** – Cheryl McCants, president and CEO of Impact Consulting Enterprises in Newark, 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. McCants, 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 regulation,” stated McCants. “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.”

McCants, bilingual (fluent in Spanish) and the holder of four college degrees, is an award-winning professional communicator and business strategist. Over the past 30 years, she has built Impact Consulting into a top-tier full-service marketing and public relations firm serving national and global clients.

McCants 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. She will serve on two of the four primary NSBA Issue Committees: Economic Development Committee and Health and Human Resources Committee. McCants will also join the NSBA’s Small Business Technology Council. The NSBA Leadership Council is focused on providing valuable networking between small-business advocates from across the country while ensuring small business a seat at the table as Congress and regulators take up key small-business proposals.

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

Please click here to learn more about [Impact Consulting Enterprises](#).

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

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**About Impact Consulting Enterprises**

Impact, headquartered in East Orange, N.J., with a satellite office in Newark, is a minority-woman-owned business founded in 1989. It is a full-service public relations, marketing, website design and development firm.