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**Local Business Owner Emily Reichard Named to NSBA Leadership Council**

**Alexandria, VA** – Emily Reichard of Kinetic Metrics 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. Reichard, 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 Reichard. “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.”

As a member of Kinetic Metrics, Reichard is a mechanical engineer focused on assisting clients with efficient methods to analyze and review their data. She also works with developing companies to educate and assist with understanding applicable Federal Motor Vehicle Safety Standards and the ways to properly self-certify vehicles in the United States.

Reichard 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 business a seat at the table as Congress and regulators take up key small-business proposals.

“I am proud to have Emily Reichard 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 [Kinetic Metrics](http://www.kineticmetrics.com).

For more on the NSBA Leadership Council, please visit <http://leadership.nsba.biz/about-us/>

Kinetic Metrics is a leading force for consultancy of the US automotive industry and a transportation strategist for emerging markets overseas. Aside from transportation expertise, Kinetic Metrics offers a variety of technical services.

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