

# CHANGE?

THE PEOPLE VOTED FOR IT BUT WHAT DOES IT MEAN?

\*CHANGE IN THE ECONOMY

\*CHANGE BUSINESS

\*CHANGE IN THE ENVIRONMENT

\*CHANGE IN POLITICS

\*CHANGE IN OUR COUNTRYS' ATTITUDE

# CHANGE?

THE FIRST STEP IN CHANGING ANYTHING IS NOW GOING TO BE IN PLACE WITH OUR PRESIDENT-ELECT BARACK OBAMA (THE PERSON WHO RAN HIS CAMPAIGN ON THE NEED FOR CHANGE).

WE, THE PEOPLE VOTED FOR CHANGE (ELECTION RESULTS PROVED IT) AND NOW WE (I MEAN ALL AMERICANS) HAVE GOT TO STEP-UP-TO-THE-PLATE.

IT IS TIME TO ANSWER JFK'S QUESTION, "DON'T ASK WHAT YOUR COUNTRY CAN DO FOR YOU ; ASK WHAT YOU CAN DO FOR YOUR COUNTRY."

# CHANGE?

THE FIRST STEP IN ANY CHANGE IS TO IDENTIFY WHAT WE WANT AND NEED CHANGED. I THINK THE ELECTION HAS IDENTIFIED SEVERAL NEEDED AND WANTED CHANGES.

THE ORDER OF IMPORTANCE MAY DIFFER FROM REGION BUT HERE IS WHAT WE (CHANGE COMMITTEE) HAVE IDENTIFIED:

- \* STRONGER ECONOMY
- \* STRONGER ENVIRONMENTAL ACTION
- \* STRONGER HEALTHCARE SYSTEM
- \* STRONGER AND IMPROVED FOREIGN POLICY

# CHANGE?

## STRONGER ECONOMY?

WHAT DOES THIS MEAN AND HOW CAN WE THE PEOPLE HELP?

- \*REDUCE UNEMPLOYMENT (CREATE MORE JOBS)
- \*ELIMINATE THE FORECLOSURES
- \*GIVE OUR COUNTRY BACK ITS COMPETITIVE EDGE
- \*GET OUT-OF-OFFICE ALL POLITICIANS NOT WORKING FOR THE PEOPLE'S WANTS AND NEED'S

DOESN'T OUR CONSITUTION SAY, "BY THE PEOPLE AND FOR THE PEOPLE"...IT IS TIME POLITICIANS REALIZE THEY WORK FOR US NOT THEIR SELF-ABSORBED NEEDS.  
THEY ARE OUR PUBLIC SERVANTS.

# CHANGE?

SO HOW DO WE REDUCE UNEMPLOYMENT (FIRST STEP IN STRENGTHENING OUR ECONOMY)?

- \*CREATE NEW JOBS
- \*REGAIN OUR BUSINESS COMPETITIVE EDGE
- \*RESTRUCTURE OUR BROKEN WELFARE AND UNEMPLOYMENT SYSTEM, FORCING OUT ANY AND ALL ABUSERS

THE FIRST TWO ARE INTERRELATED, BY THIS I MEAN THAT THIS COUNTRY WAS BUILT ON TECHNOLOGY AND WE STILL HAVE THE TECHNOLOGICAL KNOWLEDGE BUT HAVE NOT SUFFICIENTLY SUPPORTED IT ESPECIALLY IN OUR SMALL TO MEDIUM BUSINESSES.

# CHANGE?

QUESTION IS WHERE DO WE START?

FIRST, WE IMPROVE COMMUNICATION BETWEEN THE COLLEGES AND BUSINESSES. BOTH MUST BE ON THE SAME WAVE LENGTH IN ORDER TO BE COMPETITIVE FUTURISTICALLY.

SECONDLY, WE PROVIDE HOPE TO OUR STUDENTS BY ASSURING THEM THAT THERE WILL BE CAREER OPPORTUNITIES WHEN THEY GRADUATE. HOW?....INTERNSHIPS FINANCIALLY BACKED BY THE LOCAL COMMUNITY.

If you want a workforce that knows what they are doing then provide them with some on the job training where they live and go to school.

# CHANGE?

NEXT IS TO RESTRUCTURE OUR WELFARE AND UNEMPLOYMENT SYSTEM.

HOW?...BY MAKING IT MANDATORY FOR ALL THOSE PHYSICALLY ABLE AND SEEKING HELP FROM GOVERNMENT PROGRAMS TO WORK FOR THE COMMUNITY IN ENVIRONMENTAL CLEAN-UP OR INFRASTRUCTURE REPAIR WHILE RECEIVING SUCH BENEFITS OR RISK BEING DISQUALIFIED FROM SUCH BENEFITS.

# CHANGE?

## STRONGER ECONOMY?

MOST OF US UNDERSTAND THE TRICKLE-DOWN THEORY BUT NEVER REALLY ANALYZE IT AND HOW IT AFFECTS US AS A NATION. IT IS THE TRICKLE-DOWN OR INTERCONNECTION OF INDUSTRY THAT MUST BE STUDIED.

LET'S TAKE AN EXAMPLE: THE FORECLOSURE PROBLEM: LESS HOMEOWNERS MEANS LESS NEED FOR BUILDING MATERIAL FOR REPAIRS, FURNITURE AND ACCESSORIES SOLD, ETC, ETC. IT EFFECTS THE REAL ESTATE, BANKING, CONSTRUCTION, HOME APPLIANCES, AND CONSUMER INDUSTRIES, ETC. WHICH ALL PUT UPWARD PRESSURE ON UNEMPLOYMENT WHICH FURTHER WEAKENS THE ECONOMY.

# CHANGE?

## STRONGER ECONOMY?

BUT WHAT CAN WE DO AS A SOCIETY TO STOP THE FORECLOSURES IN THIS COUNTRY AND ITS TRICKLE-DOWN EFFECT?

EDUCATION OF BOTH THE PUBLIC, BANKING, AND GOVERNMENT ON THE BENEFITS OF HOME RETENTION (ASK FOR A FREE COPY OF OUR POWERPOINT PRESENTATION) AND WAYS TO ACCOMPLISH IT. THIS COULD BE DONE THROUGH SEMINARS, WEBSITES OR FLYERS TO EVERY HOME OWNER WHETHER THEY ARE CURRENTLY IN TROUBLE OR CLOSE TO IT.

GET NEWS COVERAGE OF SEMINARS ESPECIALLY THOSE PUT ON FOR THE BANKING COMMUNITY. WOULD YOU NOT WANT REPRESENTATION IF YOU KNEW THE WHOLE WORLD WAS WATCHING?

# CHANGE?

## STRONGER ECONOMY?

HISTORICALLY, SMALL BUSINESSES HAVE BEEN EXPECTED TO ABSORB ALL THE LAID-OFF AND DISPLACED WORKERS. CURRENTLY, THEY FACE A NEW CHALLENGE, WHICH IS THE TIGHTENING OF CREDIT AND LOSS OF AVAILABLE EQUITY OR COLLATERAL IN THE ASSET MOST USED FOR A BUSINESS LOAN (THE HOME).

AN EXAMPLE IS:

	<u>VALUE</u>	<u>LOAN</u>	<u>EQUITY</u>
PURCHASE PRICE	\$600K	\$300K	\$300K
CURRENT PRICE	\$300K	\$300K	\$0

TOTAL LOSS OF COLLATERAL FOR STARTING OR EXPANDING A BUSINESS.

# CHANGE?

## STRONGER ECONOMY?

WHERE DOES THIS LEAVE THE START-UP BUSINESS SEEKING SEED MONEY OR THE EXISTING BUSINESS SEEKING EXPANSION MONEY? WHAT IS LEFT IS EQUITY FUNDING, WITH WHICH MOST PEOPLE (INCLUDING BUSINESSMEN) ARE VAGUELY FAMILIAR.

NOW THE BUSINESS HAS TO EXPOSE THEIR IDEA OR PRODUCT TO STRANGERS? NOT ONLY THAT, BUT THEY HAVE TO IDENTIFY AND DEFEND HOW AND WHOM THEY WILL BE WORKING WITH FOR SUCCESS AND BE ACCOUNTABLE FOR EVERY PENNY SPENT AND ITS EXPECTED RETURN AS WELL AS HOW AND WHEN THEY WILL BE ABLE TO PAY-OFF THE INVESTOR.

THE CURRENT MARKET HOLDS TWO REALITIES: FIRST, SEED MONEY IS VERY SCARCE AND SECONDLY, THE OUTLOOK FOR IPO'S AS AN EXIT STRATEGY IS ALMOST NON- EXISTENT.

# CHANGE?

## STRONGER ECONOMY?

SO WHAT CAN BE DONE TO HELP SMALL BUSINESSES (START-UP AND EXISTING) ACQUIRE THE FUNDS NEEDED TO HELP THE ECONOMY ABSORB THE UNEMPLOYED AND DISPLACED EMPLOYEES?

ANSWER IS MULTI-FOLD:

- 1.** EDUCATING THE SMALL BUSINESS OWNER OF OTHER SOURCES OF FUNDS SUCH AS SBIC's, ANGELS OF INDUSTRY, VENTURE CAPITALIST, OR INVESTMENT CLUBS.
- 2.** CHEAP LABOR IS STILL NEEDED BY START-UPS OR EXPANDING COMPANIES SO WHY NOT POOL FUNDS TO GET THE USE OF STUDENTS (GIVING THEM EXPERIENCE) THROUGH INTERNSHIPS (REDUCING COST OF MEDICAL, VACATION, AND RETIREMENT FUNDS NEEDED).
- 3.** GOVERNMENT (BOTH LOCAL AND FEDERAL) PROVIDING TAX INCENTIVES TO INDIVIDUALS INVESTING FUNDS TO START-UPS AND SMALL BUSINESS EXPANSION IN THEIR LOCAL COMMUNITIES.