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## Small Business Owners Can No Longer Be Ignored

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It's election season again and all the ubiquitous pandering is filling the airwaves. Presidential candidates are bending over backwards to appease all different types of subsections of the American electorate, from the so-called "soccer - moms" to the vaguely defined "church-going Black voter."

But as Presidential pollsters and pundits slice and dice the public into neatly organized factions, candidates are failing to recognize a group that forms the backbone of the economy, supplying 99.6% of all employer units, credited with empowering minorities across the board with economic stability, and probably the most essential building block of communities in rural and urban areas alike: small businesses.

A new poll from American Management Services and Suffolk University largely confirms that small businesses are being alienated from the 2008 Presidential election by both major parties, with 66% of respondents unable to identify a single policy proposal targeted for the nation's small business owners.

For small businesses, their modus operandi is more complex than simply "it's the economy, stupid." On health care reform, 73% said the government should implement a plan to help small business owners for coverage for themselves and their employees.

On illegal immigration, 72% opposed the idea of granting amnesty. Despite historic all-time highs on the Dow Jones this year, 70% of respondents said they did not benefit from the surge on Wall Street.

It's Main Street versus Wall Street. Bottom line is that the economy is great for big corporations and for Wall Street but small businesses are not feeling the affects of a supposedly strong economy.

The poll is sampled from over 400 small business owners, 31% Republicans, 27% Democrats, and 28% Independents, from a variety of different areas of the country, a clear pronouncement that disaffected business owners are found throughout the political spectrum.

In the previous Republican YouTube debate and the Democratic debate in Las Vegas, small businesses were mentioned - drum roll - once. And that single question came to fringe candidate Tom Tancredo in light of his immigration stance. There are 23 million small businesses across the country. What will it take for the candidates to stand up and not only speak, but also listen to America's proud small business community?