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What Business people want from the new president

STAFF REPORTS

What do North County business people want from the new president? North County Times' business reporters asked a cross-section of businesspeople in North County what one policy, action or program they would suggest to the new chief executive.

■ Carmel Valley hotel owner **Robert Rauch** said his industry needs the new president to stimulate the economy and boost consumer confidence so business travelers can hit the road in greater numbers. Above all, that means cutting taxes that apply to small-business owners, he said.

"I'm a big fan of tax cuts and general tax relief," Rauch said. "I'm not a big proponent of cutting taxes on people who don't pay any taxes."

■ Property manager **Pamela Voit** said she and others in her industry need reliable and reasonably priced electricity from clean-burning sources. State and federal governments must encourage transmission lines from wind and solar farms to urban areas, said Voit, president of Voit Management in Temecula.

"We're stifled by transmission," she said. "We need something that supports business. That's the engine of our economy."

■ Mortgage brokerage owner **Don Marginson** said the foreclosure crisis needs to be top priority and the government must implement a streamlined loan modification program.

"There's no program that's there to incentivize people to keep them from losing their homes," said Marginson, owner of City Mortgage Services in Rancho Bernardo. "It has to be done. We, as a country, are going to own millions of loans. The only way we are going to get those off the books is to modify them."

■ **Rick Mayes**, owner of Mayes Financial Planning in Carlsbad, said the next administration should have two goals, one long term and the other immediate.

"In the next year or so, I think there needs to be a priority on stimulating the economy" he said. "With a longer-term view, they have to focus on getting the budget deficit under control because it's really ballooning. So I think it's important for the next president to have a short-term focus on stimulating the economy and a long-term focus on reducing the deficit."

■ **Kurt Kinsey**, an Oceanside real estate agent and owner of Blue Pacific Realtors, said the housing market needs help but would like to see the next president tackle the health care problem.

"I would like to see a health care answer for small business owners especially," Kinsey said. I'd like to see affordable health care being offered, not a tax credit, but an actual health care policy."

■ **Tom Emanuel**, owner of TJ Emanuel Loss Mitigation Agency, Oceanside: "I would like to see some really serious help for people delinquent in their mortgages; 3 1/2 million Americans either are behind in their mortgages or facing foreclosure."

■ **Garrett Smith**, service adviser, West Escondido Automotive and Transmission: "I would like to see a little money back in the pockets of the consumer — a stimulus package. It would help build consumer confidence."

■ **Mark Canavarro**, chief executive officer, Cubicles Office Environments Inc., Vista, said two things that stand out for him as a small-business owner: "Change tax incentives to allow us to build a capital reserve and roll those tax credits year to year — we may not need any equipment this year but will next year."

Also important to Canavarro is the reform of workers' compensation. "I have to pay the same rate for everyone who works in the warehouse, whether they lift heavy objects or not. We're paying 25 (percent) to 35 percent of our payroll to the workers' compensation fund."