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## TALKING POINTS – DECEMBER 28, 2009

### **Not a Career Politician**

We have watched our economy plummet at the hands of government officials. It is now time to look at someone with a track record outside of government. This is the biggest difference between Mark Neumann and his opponents; on one hand, Walker and Barrett's private-sector experiences are almost non-existent. Mark, on the other hand, started building homes in the Janesville/Milton area in 1986. Four years later, the company was constructing 120 homes per year and providing job opportunities for over 240 families in southern Wisconsin. Today Mark owns businesses in the real estate and homebuilding industries, and is co-chairman of a nonprofit company that runs three private schools in Milwaukee and a public charter school in Arizona. It is out of concern for America's future, and Wisconsin's future in particular, that Mark considers leaving the private sector and returning to public office.

### **Job Creation**

The highest priorities of an administration led by Mark Neumann will be the retention of jobs already in Wisconsin, the creation of jobs within Wisconsin's existing companies, the creation of new companies, and the attraction of new businesses to Wisconsin that will bring job opportunities with them. To that end, Mark will focus on reducing the tax rate in Wisconsin significantly. Mark will look to ensure that Wisconsin children are the best educated in the world, which will create the best-educated work force in the world. Mark believes that when we talk about bringing businesses and jobs to Wisconsin, it's not just about taxes; it's also about the quality of the work force. Equally important, Mark will work to preserve the environment in ways that are not punitive toward businesses.



## **Taxes**

Mark Neumann will start by limiting the growth rate of spending to 1% less than the rate of inflation. This is an incremental reduction in real dollar spending that over a period of time will dramatically alter the look of taxes and spending in Wisconsin. Once the budget is stabilized and its integrity restored, Mark Neumann will work to incrementally reduce the tax rates in Wisconsin by 24%, across the board, over an eight year period of time. With Wisconsin tax rates significantly lower and a plan in place to reduce the rate even further, Wisconsin will once again become competitive in the global markets. There are many who believe the goal of reducing Wisconsin tax rates by 24% is not obtainable. The tax and spend policies suggested by Mark are actually very similar to the policies he was actively involved in implementing while in Congress (1994-1998). These policies were initially thought to be unobtainable as well. Four years later, however, the federal budget was balanced, debt was being repaid, and the largest tax reduction in American history had been passed.

## **Environment**

Ending U.S. dependence on foreign oil is vital to our nation's success, and Mark Neumann wants to make Wisconsin a leader in renewable energy. There will be tremendous job creation in these areas and Wisconsin should lead the way. In the private sector, Mark's residential land development company made it a practice to set aside at least one acre in permanent green space for every acre it developed. Over 600 acres of some of Wisconsin's most valuable and environmentally sensitive land has been preserved thanks to this policy. It is important to note that this has been accomplished in the private sector, without the use of tax dollars. Once elected Governor, Mark will look at environmental rules and regulations such as the cap and trade policy and work to provide alternative ways to reach and exceed the environmental goals of the policy without burdening businesses.