



Forecasting the 2016 Commander in Chief

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In one of my articles written in Spanish, I debated the irony of how the most powerful job in our country does not seem to require executive and corporate experience. At a minimum, executive experience is critical since the future president of our nation will be faced with innumerable amounts of decisions. For a candidate, the few prerequisites include collecting \$1 billion in donations, charisma, issuing false promises and appeasing the American people with the things they want to hear. The office of the presidency is an arduous job that demands optimal physical health. Regretfully, if a presidential candidate is not fit and does not exercise, he or she should not run for office. Consider before and after images of late Presidents and observe how they aged dramatically.

After election, an elected President simply surrounds himself or herself with advisors, czars and theory professors from ivy leagues. This scenario is precisely how our current president began his internship.

With the 2016 elections rapidly approaching, let's gear up to appoint a new intern faced with solving the following issues: national security, jobs, immigration, taxes, national debt, health care, national infrastructure (roads, bridges, power supply), drugs, foreign affairs and education. I forecast the following claims by 2016 candidates based on the above issues:

- We need to secure the border and build our defense system
- We need to produce more jobs and stimulate companies to produce in the US.
- We need tax reform
- We need to cut budgets and spend less
- We have to create a campaign against obesity and encourage people to exercise
- We need to improve our roads and upgrade the structure of bridges
- We need to implement an educational campaign against drugs and enforce strict laws to combat crime
- We need to deal with Russia and create coalitions against terrorism
- We need better schools and more qualified teachers

Since most of the presidential candidates will be professional politicians, the above answers will always come adorned with rhetoric and hyperbole. As we look closer, we are already familiar with these answers, we knew already all of the above. Unfortunately, the media is not helping. Rather than being impartial, reporting and analyzing based upon facts, they become another source of political proselytism for their candidates and parties. Nevertheless, the most stupid fact is when some in the media push public opinion into moral or personal matters of the candidates as the number one source of disqualification because they are rich and have private planes, because they had extramarital affairs or smoked marijuana during their youth. Some very strong and capable candidates will not run due to their sin pasts, like we are all saints. I recalled the case of hypocrite journalist Steve Kroft from 60 minutes pressing Bill Clinton for his sins. We then learned that this big kahuna journalist also had his skeletons in the closet.

Now, follow up with the candidates and them ask how can they accomplish what they claim. They will dodge your questions and launch into gibberish explanations reiterating the same in different order with different words. Why? Because they have no experience in the subjects. Some are former district attorneys, counselors, professors, coaches, artist, athletes or community organizers that became senators or representatives. Nothing wrong with that but few come from the private sector where the concepts of risk, payroll, profit, jobs, taxes, budgets and results are perfectly understood. Up until November 2014 only 27 out of 100 members of the senate were former business people. 187 out of 435 members of the house were self-employed. Now we understand why Washington D.C. does not move forward in our favor and if the President also has no experience, we are all condemned to more paralysis and no change.

Contrary to private sector candidates, most politicians as we know them do not comprehend that most of the aforementioned claims can be resolved with emphasis on one - the jobs issue supported by low taxes.

Lowering taxes would allow companies to repatriate profits from overseas back into the country and invested into the economy. In turn, this capital would create new business ideas and expansion of current businesses. Such a concept is perfectly conducive to new jobs. When large, midsize and small businesses create jobs to produce goods and services, income is generated and consumption stimulated for the very employees that might otherwise depend on government entitlements.

Every time we go to a restaurant, buy clothing, purchase groceries, pump gasoline, go on a vacation, finance a car, rent or buy a property or purchase a toothbrush, the respective sector benefits with growth stimulation and sales tax is paid on every single purchase, large and small. Owners, employees and families of those same businesses from which you purchased will do the same. At any given point, they will spend money on similar goods and services as well. This is the economic circle that our country desperately needs. It is known as the multiplier effect and one of the most fundamental concepts taught in basic economics and business education. In light of this concept, the government would be positioned to collect more taxes to infuse into security, schools and infrastructure. Dependency on debt and bureaucracy is reduced causing a decrease in corruption. Lower taxes would increase the demand for products and services, in turn stimulating businesses to hire more employees thereby increasing production throughout the country.

Better opportunities would arise, inspiring folks to expand their learning skills. Sharpened skills would lead to higher salaries triggering a better quality of life. More bills (such as student loans) would be paid and consumers would be able to afford private health care insurance. Disposable income for savings would accrue, one of the most critical issues for retirement. Working parents might be able to reduce their workload and spend more time at home with the kids. Remember, absence of parental guidance can lead a child to rebel, forego education and even get involved in drugs and alcohol.

Now, if we lack the labor force necessary to fill specific jobs, implementing a worker's trade program with our neighboring countries would offer a productive solution. Of course, qualification would include proper background checks. After a job season has concluded, employees would go home to their native lands. Keep in mind that these same temporary workers here in the U.S. would consume our products (Food, clothing, insurance) and pay American taxes just the same as we all do. That's what I call a win win situation.

But if we create jobs we can export our success and lifestyle to our immediate neighbors and eventually the entire continent. We have the potential to be the most powerful trade block in the world. Latin American countries with population that exceeds 600 million have so much to offer in the way of outstanding professionals and valuable services. The future economic success of our continent mobilized, accelerated and influenced by the United States economy can equalize world order, especially with China and Russia. The United States would gain solid leadership to build alliances worldwide and combat terrorism.

More U.S. jobs means that more American tourists could afford to visit Mexico, Colombia, Panama, Nicaragua, and El Salvador to name a few destinations. Travel equates to hotel services, food, transportation, medical procedures, souvenirs and entertainment. Tourism for instance, is the 5th largest source of income for Mexico. With disposal income, our citizens can consider purchasing a second property in these countries. Now we are talking about construction, retirement homes, investing in new businesses and selling products in those local markets. All such purchases and investments would stimulate those local economies and generate more employment which eventually would lead to a reduction of immigrants illegally crossing our borders.

The power of the U.S. economy dictates solutions that are harvested locally but with worldwide implications. The American dynamic is one that presidential candidates need to learn and understand if he or she is to become a global leader and next Commander in Chief of the United States of America.

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