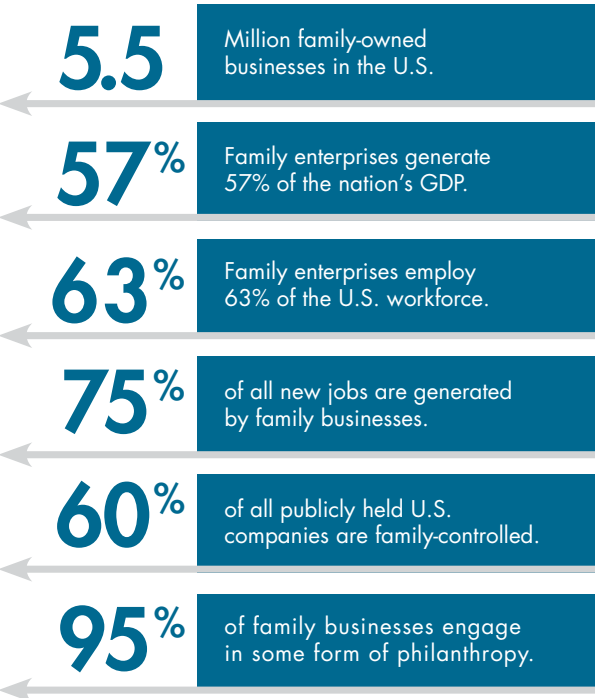


As a family business owner, you are the backbone of our economy and communities...



Family Enterprise USA

Enterprising families. Working together.

You are committed to your community, employees and family. Your contributions are part of a greater network of family businesses that create a prosperous society, and together are the lifeblood of the American economy.

As a member of the family business community, collectively you generate most of the country's economic activity. Your leadership tenure is four to five times longer than non-family owned businesses, providing great stability and security. You are responsible for the overwhelming majority of new jobs and employ most of the nation's workforce. And, you reliably give back to your communities to make them stronger and healthier.

...so why are the public and policymakers putting you at a disadvantage?

Current public policies put an increased burden on America's family-owned businesses...

Challenges in Public Policy

Whether it's tax policy or health care reform, family businesses are often treated differently and unfairly compared to other businesses. Policymakers have neither a clear understanding of what it means to be a family business, nor are they aware of the tremendous impact family businesses have on our economy.

Challenges in Public Perception

"All too often companies are labeled merely as corporate or small business, Wall Street or Main Street. FEUSA fills the void by representing the special and unique contributions made by family businesses."

– Jeff Ahola, CEO, The Ahola Corporation

THE HILL

Largest Circulation of Any Capitol Hill Publication

FEUSA President Ann Kinkade: "If lawmakers are looking for new ways to foster long-term growth in the economy, pursuing policies that will help family businesses thrive would be a great place to start. Unfortunately, despite all of the many impressive attributes that family-owned businesses offer, they are treated very differently and in many cases unfairly when it comes to public policy."

– Opinion editorial by FEUSA President Ann Kinkade, June 14, 2011

Current Threats to Family Businesses

Estate Tax: Congress created a short-term estate, gift, and generation-skipping tax law that will expire at the end of 2012. Family business transfer decisions will be clouded with uncertainty until policymakers can resolve this issue and allow long-term planning to occur.

Tax Designation: Tax reform proposals could impact partnerships, S Corporations, limited liability corporations and other so-called pass-through entities by requiring that these businesses be treated as corporations for tax purposes. Such a reform would be detrimental to business-owning families, who rely on many different ownership structures.

Real Estate Holdings: A proposed tax increase on carried interest, originally targeted at hedge fund managers, now includes real estate investment partnerships, a popular business structure used by families. This prompted the Wall Street Journal to coin the proposal the "Family Business Revenue Act." The decrease in after-tax returns for investors will ultimately reduce available capital for business investment.

Limits on New Tax Credits for Family Businesses: Congress passed new tax credits to help reduce the cost of providing health insurance to employees and for hiring new workers. Unfortunately, family business owners cannot claim the credits for employees to whom they are related.

...and an unorganized voice has created a fundamental lack of awareness of this burden in the public and among policymakers.



WHO WE ARE

Family Enterprise USA (FEUSA) is a membership organization that highlights the positive contributions to the economy and to society made by the nation's millions of business-owning families. FEUSA's growing membership of organized advocates is armed with information about the contributions made by family businesses to help them educate the public and policymakers.



OUR VISION

Ten years from now "family-owned business" will be a clearly defined brand of its own – one that owners, employees, and customers understand and comfortably support. With that understanding and support, FEUSA will be harnessing the collective voice of business-owning families to positively impact the policy-making process, so that it more accurately reflects the immense contributions provided by America's largest economic engine: family-owned businesses.



OUR MISSION

Inspired and guided by our members, Family Enterprise USA educates policymakers, the general public and the media about the collective issues facing family enterprises and publicly promotes their contributions to the common good.



Why Join Family Enterprise USA?

Unlike other organizations, FEUSA exclusively highlights the positive contributions made by business-owning families like yours. We draw attention to the challenges you face, and work to unite the entire family business community so that you may act collectively.

Our message to the public is simple: family businesses are the most stable and positive force in our economy and communities. They create most of our jobs, employ most of our workers, and make long-term commitments to employees, vendors, customers, and their communities. In short, family businesses play a unique and special role in our country.

Our message to policymakers is also clear: because our economy and communities rely on family businesses, they should not be disadvantaged by public policy decisions. To create jobs and stabilize communities, obstacles that inhibit family business' intergenerational survival and growth should be removed.

How Do We Do It?

Through Membership – We use the strength and breadth of our membership, from small to large family-owned businesses across multiple industry sectors to tell the story of their inspiration, challenges and success.

Through the Media – FEUSA is a credible resource for the media in telling the story of family-owned businesses through rapid response, news releases, op-eds and the latest in social networking tools.

Through Advocacy – FEUSA carries the strength of its message and membership to Washington, D.C. to educate policymakers on the issues that impact family-owned businesses the most.

Through Research – FEUSA works to accurately define America's largest business sector – family businesses – by bolstering the research available on the sector, and providing its members access to published data and trends affecting the family business field.

Join Family Enterprise USA Today

By joining FEUSA as a general member, your tax-deductible donation will help us launch an educational campaign to highlight these and other issues that limit the full potential of a family-owned business. To learn more about FEUSA, please visit us online at FamilyEnterpriseUSA.org and follow us on Facebook at www.facebook.com/FamilyEnterpriseUSA.

To join, visit the "Become a Member" section of our website. Thank you for considering FEUSA membership. Your donation is an investment in our efforts, and it is also an investment in the future of our country!

For more information, please contact Ann Kinkade at (651) 962-4171 or akinkade@familyenterpriseusa.org.

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