

Alex Sink
FOR GOVERNOR



Alex Sink

A Business Plan To Revitalize
Our Economy and Put
Floridians Back To Work



Florida Faces A Challenge

FLORIDA has a long history of building the future we want.

Floridians with a vision and entrepreneurial spirit once seized the reins of history here by building railroads the length of the state, creating communities from uninhabitable swaths of land, envisioning vacation destinations that didn't yet exist, uniting urban centers separated by water, and extending our reach from the Space Coast to the moon and beyond.

In recent decades, however, we have simply let the future *happen* to us. And today, we face grave economic challenges that are hurting our citizens and posing serious long-term obstacles to our future prosperity.

For too long, the politicians in Tallahassee have been running our state – with disastrous results for everyday Floridians. It's not a pretty picture: A Legislature filled with career politicians and controlled by entrenched special interests. A government long on politics-as-usual, but disappointingly short on solutions to Florida's challenges.

The result of this failure of leadership is an economy that's become too dependent on the traditional industries of tourism and real estate to keep us afloat, while our competitor states are making the changes necessary for better economic times.

*It's time for new leadership
and a different approach to the
difficult challenges we face.*



Alex Sink

"Results-driven demeanor and results-defining career..."

The Orlando Sentinel



Alex Sink

Received the “Champions of Business” Award
from Associated Industries of Florida



Florida Needs A Business Leader

GETTING THROUGH this recession and coming out stronger and more prosperous on the other side will require a leader with experience in private business whose focus has always been entrepreneurship and problem-solving.

Specifically, we need:

■ A business leader with fresh thinking and an entrepreneurial approach to meet our economic challenges and support our state’s businesses.

■ A jobs ambassador for the people of Florida, a marketer-in-chief who knows how to promote Florida’s unique assets.

■ A Governor who understands the relationship between both the public and private sectors, and who will bring Florida together to achieve success.

Economic growth doesn’t come from government – it comes from business. But good government must help the private sector drive growth. It must create a climate of confidence by getting our own financial house in order and holding the state’s politicians accountable for the economic environment we create and the direction we’re headed.

With real world business experience behind the Governor’s desk, Florida will have a leader who understands how to work with Florida’s small businesses, entrepreneurs, and working families to create and save jobs.

I have a different vision for our state than the career politicians. With 26 years as a leader in the private sector, I’ll focus on getting our Floridians back to work.



REVIVE

Our Economy In The Short Term

THE IMMEDIATE task at hand is creating and saving jobs. I have the turnaround expertise and business know-how to jumpstart Florida's economy with a three-pronged strategy for doing that, starting with small businesses.



Stabilize and Expand Small Businesses

Small businesses create most of the jobs in our state. They can respond more quickly in generating new jobs. And they are feeling the most pain in this recession.

There are three things state government can do *right now* to help small businesses get back on their feet:

- Improve small business access to capital, including incentives for venture capital investing and micro-loans.
- Create a small business ombudsman in the Office of the Governor to oversee and coordinate issues affecting Florida's small businesses.
- Encourage small and start-up businesses by pushing to defer state corporate income taxes of qualified start-up businesses for the first three years.

Incentivize Employers To Keep Jobs Here and Start Expanding Again

The second part of my approach would be to enact tax incentives and take other steps aimed specifically at job-creation, such as:

- Providing a corporate income tax credit tied to creating jobs. Businesses that add new jobs would get a tax credit based on the annual increase in their payroll – meaning a bigger credit with more higher-paying jobs.
- Making sure more of our money is going to Florida businesses, by giving preferences in state contracts to businesses that employ Floridians.
- Cutting red tape by streamlining permitting and regulatory decisions and expediting the launch of already-approved economic development projects. We can do this without gutting environmental and public safety protections.
- Aggressively work with Florida's congressional delegation to ensure that more of our tax dollars sent to Washington are invested in growing Florida's economy.

Spur Economic Sectors That Create Jobs Quickly

Our final job-creation target for the short term must be other businesses and industries that can produce jobs quickly. I have several sectors in mind:

- Tourism and hospitality jobs could be expanded by more aggressively marketing Florida for both visitors and conventions, especially in overseas markets like China that are emerging more rapidly from the slow-down.
- Export/import business could expand rapidly with improved financing.
- The housing market could be given a jumpstart by attracting new retirees to Florida.
- Further encourage construction on roads, rail networks, ports, airports and the aerospace infrastructure we need for tomorrow.

Together, these steps and others will help get Floridians back to work and revive our economy quickly.



REMAKE

Our Economy For The Long Term

DESPITE OUR long history of invention and innovation, in recent years, Florida has simply let the future *happen* to us. No successful business does that – and neither should our state. We need a forward-looking strategy to build the future we *want*, to expand our economy beyond the industries we've always relied on to include the innovative industries of the future that can create higher wages and grow more and better jobs.

Florida can invest in key industries that will best use the unique assets and talents of our state, such as new energy technology and medical services industries.

My vision for expanding and diversifying Florida's economy includes:

- More R&D and commercialization of new products in Florida. We want to be the place where breakthroughs happen. We can expand Research & Development activities through R&D tax credits for in-state investment – incentives that 31 states have, but Florida does not.
- Boosting partnerships between our university faculty and private industry to pursue entrepreneurial ventures and commercialize research results.



- A Governor who will be Florida's economic ambassador, communicating to businesses in a language they understand about balance sheets, AAA bond ratings and the realities of the global economy.
- A more efficient, less burdensome state government that streamlines operations by *improving* services, while reducing unnecessary expenses and wasteful practices.
- Building the best-educated, best-trained workforce in the country through more effective investment. We need to provide a world-class education for our young people and our future by demanding accountability and results.

REFORM

Our Government To Create A Climate Of Confidence and Prosperity

OUR EFFORTS to revive and remake Florida's economy can only succeed if we reform government to ensure that our economic partners in the private sector have confidence that we are capable and dedicated to helping them succeed.

A Record Of Streamlining Government As CFO



As CFO, I've shown what a business approach can do in establishing this climate of confidence.

I introduced performance metrics and I'm eliminating unnecessary middle management positions that will save the state up to \$10 million. I've also renegotiated state contracts

with private vendors, pulled the plug on a multi-million dollar faulty technology initiative called Project Aspire, eliminated excessive use of state cell phones, and closed duplicative hotline centers, all of which have produced millions in savings.

But there's much more we can be doing at the statewide level.

Demanding Fiscal Accountability

As Governor, I would take this bottom-line business approach statewide, by instituting a statewide efficiency review to reduce needless spending and streamlining government processes to make them more efficient, effective and customer-friendly.

Holding Our Governor Accountable For Performance

As Governor, I will institute a new Florida Performance Scorecard to which I will hold state government accountable – and to which I expect voters to hold me accountable. I will spell out specific targets for:

- *Job creation and employment expansion*
- *Fiscal accountability*
- *Educational achievement*
- *Improvements in health and safety*

I will require performance contracts for all top state managers and demand that they meet their targets. And, most of all, I will apply these specific, measurable performance standards to my own job as Governor.

As a business leader, I wouldn't settle for anything less in a CEO.



What Others Are Saying About Alex Sink's Business-Like Approach

"Ms. Sink's reform proposals are common sense, business-like practices."

TALLAHASSEE DEMOCRAT

"Her competence in financial matters...is above reproach and she has the perspectives of a businesswoman."

The Florida Times-Union
JACKSONVILLE

"Unmatched business experience and forward-looking plans..."

The Daytona Beach
News-Journal

"Extraordinary fiscal expertise..."

The Orlando Sentinel

Sink promotes efficiency, accountability

By Rich McKay
SENTINEL STAFF WRITER

Alex Sink's approach was a bit like pre-Florida's chief ability to transport her talk at Diane It was Sink's if da sir female "I th checks while still to watch

Sink seeks tougher annuity fraud penalties

Lawmakers want to elevate some fraudulent acts to felonies.

Pinellas needs more efficiency, Sink says

Pinellas County is being a "sunshine spender" on its department.

"Just think of what I could do if I got my hands on 30 other state agencies," she said in her only nod to her aspiration to the governor's post.

would have up to 60 days instead of 30 to decide whether to keep a product.

"We have agents who have been preying on seniors in this way for years," Sink said Wednesday, adding that tougher penalties could deter wrongdoing.

The Senate's handling and insurance panel passed a bill to

be heard by a committee. The insurance lobby stressed Sink's push for felony penalties last year, and some opposition remains. Lobbyists and Sen. Al Lawson, a Tallahassee Democrat and insurance agent, question whether new requirements by lawmakers that took effect Jan. 1 have been all

Standing up for the taxpayer

I sounded like highway robbery. A critical piece of land needed to extend a highway around Orlando had been appraised at \$25-million and \$28-million. In typical government fashion, state officials and the local expressway authority had agreed on a price of more than \$37-million. All the govern-

For more information on Alex Sink's Business Plan for Florida, go to:

www.AlexSink2010.com