



Alameda Merchants Association

Orientation & preparation of Licensing, Federal, State and
Agricultural, Business Certification, & Workers Comp.

September 11, 2009

Maria Luisa Vela
President

Commissioners on the 21st Century Economy

In behalf of Alameda Merchants Association I would like to express the following.

Hugo W. Mérida
Vice President

It took a long time for government to recognize that we were going into this bottomless financial hole and it will take a long time to dig itself out. The question is - will the recommendations you offer the Legislature get us out of this economic syndrome or will it make that hole even deeper.

Elena Robles
Secretary

Charles Jeannel
Financial Director

Here's what our merchants are facing out there: **Higher costs, some of them due to the billions of dollars in tax increases that came down earlier this year, not to mention Department of Water & Power soon will raise electricity. But yet another huge burden is the cost of energy.** Last year's high gas prices almost killed us, and they're starting to go up again. If you recommend, and the Legislature adopts, **new gas taxes or an oil severance tax, they'll go up a lot higher, and we can't afford it.**

Jaime Ramirez
Marketing Director

Walter Beltran
Public Relations

Then there are the other business taxes, income taxes and property taxes you're thinking about "restructuring." What needs restructuring isn't the amount of taxes we pay, unless there's going to be an across-the-board reduction and no increases anywhere in the equation. What needs restructuring is the way the government wastes the billions our small businesses and our working men and women keep sending up to Sacramento, only to be told it isn't enough and we have to sacrifice more.

Business
Certification
Committee

We've already sacrificed prosperity, jobs and financial security. Some of us have sacrificed our businesses, our homes, and our kids' educations.

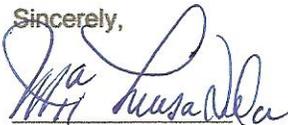
Elizabeth Vela
Quality Control
Committee

Small & Medium business are hard working individuals and have worked for decades through earthquakes, Real Estate, terrorism and economic depressions and have come out of it and continue working to provide better education and best way of life for their families which is their primary goal, are we sending a message that Government is the priority and are we there to railroad them because with higher taxation on all fields of the US industry we now have business closure all over due to lack of work & sales. are we throwing good money after bad. By continuously asking for more taxes are we killing the hand that feed us.

Alberto Berrocal
Federal & State
License
Committee

For your attention and courtesy

Assessors

Sincerely,


Araceli Avila
Mario Alvarez

Maria Luisa Vela
Advisory Board Member

Alameda Merchants Association

Dedicated to the benefit the Small Business Owner

2757 W. 8th Street., Suite 003., Los Angeles, CA 90005 213-380-7855, 213-487-1164