

Election Message from NFIB President Juanita Duggan

The outcome of the 2016 election will determine which party controls the White House, Congress, state legislatures, and governors' offices around the country. By extension that means taxes, regulations, health care, court nominations, labor policies, and many other issues that affect your business are also on the ballot. This comes at a time when small businesses are already struggling with uncertainty, mainly as the result of government actions.

For our theme this year we're urging members to be Small Business Voters. That message isn't confined to our members, however. We know that you've been following the issues and that you plan to vote. We're also counting on you to multiply the Small Business Vote by talking to your employees, friends, community leaders, and neighbors about how important it is for them to place small business at the center of the election this year.

Small business owners are among the most influential members of their communities. In fact, in national surveys Americans say they respect small business more than every other institution except the military. You have a lot more political influence than you may realize, and we're urging you to use it this year. Many of your employees, friends, neighbors, local officials, and fellow small business owners are still trying to decide on which candidates to support. You can help them by explaining the issues and letting them know which candidates genuinely support small business, and which candidates are just talking a good game.

We hope that you find this Voter Guide useful. It's one of the many ways that NFIB educates its members on the candidates, the issues, and all the important information that you need as a voter.

The stakes are very high for your business, your community, and the larger economy. If you need more information, please don't hesitate to contact us directly. Visit our website at NFIB.com/elections for analysis and updates. Follow us on Facebook and Twitter, #SmallBizVoter. Most importantly, be active this year. Be a Small Business Voter.

Juanita D. Duggan

Juanita Duggan
NFIB President and CEO

What does it mean to be a
#SmallBizVoter?

VOTE Election Day is the last day to make an impact, but one of the most important. Find all your candidates by visiting NFIB.com/voter

EDUCATE You depend on your employees and your employees depend on you. Explain to them how elections and policies impact your business, and therefore, your community.

SUPPORT Tools like this Voter Guide would not be possible without the generous PAC donations of your fellow NFIB members. The average political donation NFIB members give is only \$140. Consider joining our PAC community, visit NFIB.com/give

ENGAGE NFIB's Facebook and Twitter will keep you informed about how small business issues are being addressed in this election cycle. Want to do more? Volunteer your time for pro-small business candidates in your area, found in this guide.

How to Educate Your Employees About the Elections

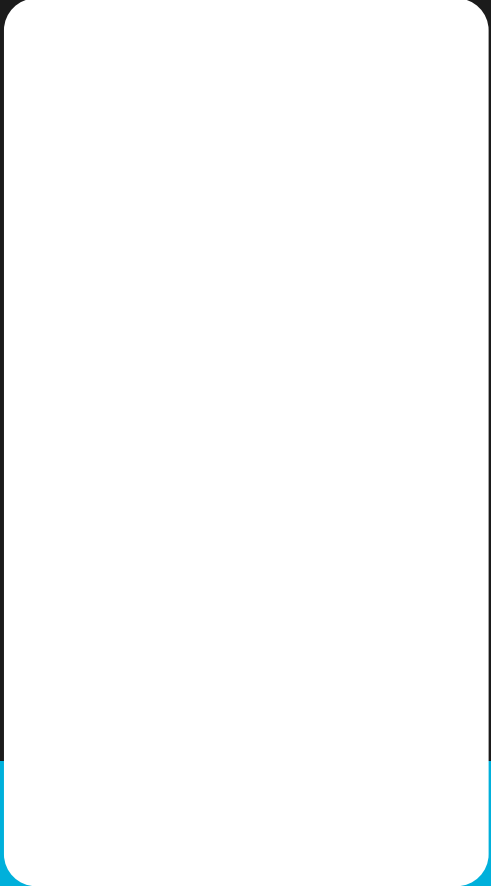
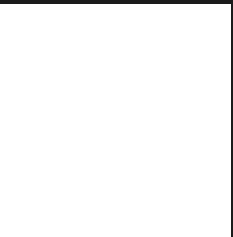
DO base all your information on the facts surrounding an election or issue – not on your personal views.

DO allow your employees to take personal time off to volunteer with a campaign of their choice or at the polls on Election Day.

DON'T tell your employees who to vote for.

DON'T share partisan, members-only information from NFIB with employees (like this Voter Guide).

For a full guide about how to talk with your employees about the elections, visit NFIB.com/voter



BE A
#SMALLBIZVOTER



ELECTION DAY
NOVEMBER 8th

NFIB
The Voice of Small Business.®

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