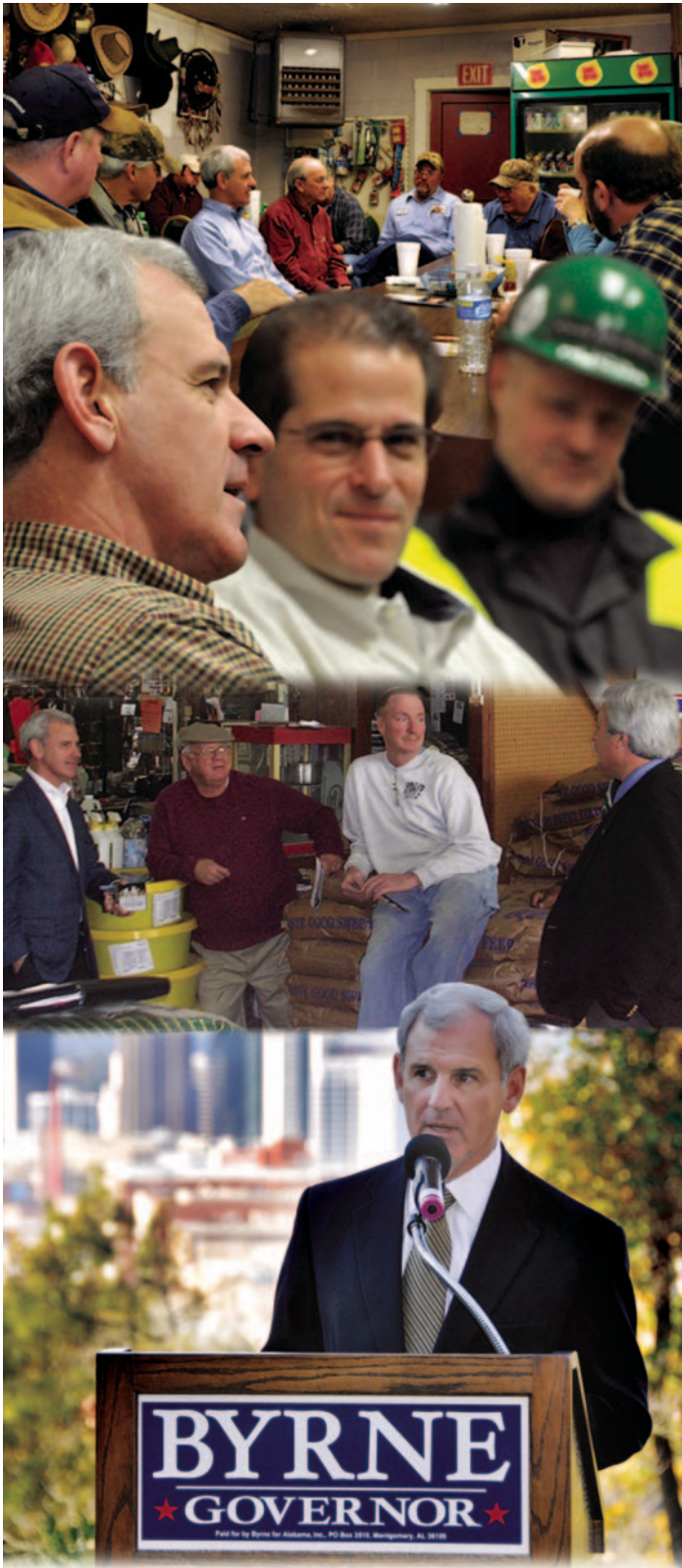


BYRNE
GOVERNOR

★ **NEW JOBS**
★ **NEW OPPORTUNITY**
★ **NEW ALABAMA**



Uncommon Challenges Call For **UNCOMMON LEADERSHIP**

The people of Alabama have never been ones to duck challenges. In fact, some of the state's very best moments have come in the face of adversity.

It wasn't all that long ago that the driving winds of economic and technological change blew through our state and carried away much of our long prominent textile industry and the thousands of jobs it provided. But the people of Alabama, and a powerful combination of determination, hard work, flexibility, innovation and vision gave us the drive to become a worldwide leader in automotive manufacturing, launched us further ahead as an aerospace innovator and gave us the confidence to pursue and win coveted economic development projects outsiders told us were unthinkable.

On the strength of those successes, Alabama's economy soared and jobs abounded. But today we face new adversity as a global recession and other national economic challenges constrain our growth and limit our options. It's time, once again, for Alabama to rise to the challenge. And I know we will.

With strong and ready leadership, I believe the economic challenges we face today can be the catalyst that strengthens our Alabama of tomorrow. You and I have a golden opportunity now to rethink and redesign "business as usual" in Montgomery. We have a chance now to reassess our priorities, realign our assets and redirect our path to the future. This is a milestone moment. Alabama's economic recovery is up to us. And I am up to the challenge.

**Economic vitality is the foundation for a strong tomorrow
and reclaiming it will be my "Job 1."**

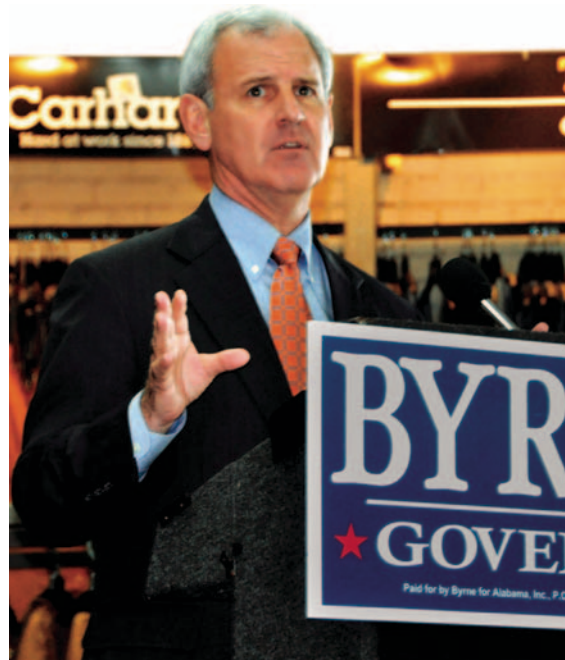
ALABAMA NEEDS JOBS, and Bradley Byrne is Ready to Get Down to Business

As the chancellor of Alabama's two-year college system and as a candidate for governor, I've had the privilege of traveling across Alabama many times in the past two years, and I know the hardships that so many of our citizens are enduring. Lost jobs or reduced work hours have left families struggling. Small businesses, unable to weather the long down-turn, have closed their doors. Times are tough at home and at work.

The same is true in state government. Tax revenues have declined with the recession, and Alabama will face unprecedented funding challenges come January 2011. **Our next governor must be not only willing, but also *ready and able* to do whatever it takes to solve our problems and move Alabama forward. I believe my record proves that I am the person for the job.**

Although I've heard some candidates claim otherwise, the fact is, there are no magic bullets or simple solutions for building our economy back. I know that because for the past two decades I've been in the trenches, working hard to make government work better for the people it serves.

I've learned, from hands on experience as a voice for reform on the Alabama Board of Education, as a fighter against big government and higher taxes in the Alabama Senate, and as the Chancellor who cleaned up corruption and cut millions in over-spending



in Alabama's two-year college system, that if Alabamians will come together with a shared vision and a strategic mission, we will succeed — even beyond our own expectations. The same determination, hard work, flexibility, innovation and vision that lifted us up before, will do it again.

#1 We Will Get Alabama Back To Work

The world-wide recession that has weakened the nation's economy has taken a painful toll on Alabama. The number of Alabamians without work this year reached the highest mark in a quarter century.

Most economic proposals coming out of Washington today would only make matters worse, but history has given us a proven blueprint for making them better: *The single most productive tool for jump-starting the economy is to lower the bottom line burden on job-creators.*



And while tax and spend liberals try to argue that tax credits and incentives bite into state revenues, the truth is, lower cost burdens on businesses stimulate the economy, fight unemployment and spur increases in tax revenues.

That's why my *New Jobs for a New Alabama Plan* calls for:

- ✓ **Job Creation Tax Credits** that will provide the spark to fuel the furnace of economic growth. This proven approach will give our businesses and industries an immediate incentive, along with the confidence they need, to hire unemployed workers and to create jobs in the parts of our state where unemployment is highest.

- ✓ **A Health Care Premium Tax Deduction** that will reduce the bottom line costs of providing employee health care coverage. This increased tax deduction will apply not just to the small businesses that provide health care insurance, but also to the employees who take advantage of it.

As a result, this valuable incentive will help small businesses grow and increase the number of Alabamians with health care coverage. More jobs and lower health care cost burdens on the state means double the long-term value of this pro-free enterprise investment.

- ✓ **An R&D Tax Credit** that will attract tomorrow's innovators today. To better compete nationally and worldwide for the best jobs of the future, economic developers across Alabama need a tool to catch the eye of promising innovators looking to locate in a place where creative thinking and entrepreneurship is rewarded.

A research and development tax credit, patterned after the federal R&D tax credit program is missing from Alabama's tool box, but key to building a stronger economy. A well-designed R&D tax credit will not only help lure the world's up-and-coming companies to Alabama, it will give valuable support to our existing innovators who want to grow and create even more jobs for Alabamians.



★ A STRONG ECONOMY IS JOB 1

BYRNE
GOVERNOR

#2 We Will Make Sure the World Knows Alabama is Always 'Open for Business'

We will send a clear message that Alabama is 'Open for Business' with a pro-growth climate for free enterprise that attracts and retains business and industry with the promise of low taxes and fair tax policy, a lean and efficient state government that lives within its means, limited and sensible regulation, and an even playing field for litigation where fears of lawsuit abuse won't keep businesses away.

Government intervention has never helped grow jobs and it never will. Alabama's job-makers need a government that understands the challenges business owners face every day and will partner with them to make it easier for them to grow — not one that blocks the way and further ties their hands behind their backs.

That's why my *New Jobs for a New Alabama Plan* calls for:

✓ **Small Government and Low Taxes** that will give companies the confidence they need to make long-term investments for growth and expansion in Alabama. To be profitable, businesses know they must run a tight ship, keep expenses down and plan strategically for the future. When governments are run in the same manner, waste is cut, tax dollars go to more productive use. It only makes sense that those looking to invest their hard-earned resources are far more likely to invest in a state they can trust for responsible spending and efficiency.

There are many things we can and will do to grow our economy, but there is one thing we will not do: We will not raise taxes on the people or the businesses of Alabama.

More taxes are not the answer. If you elect me to be your next Governor, we will face the economic challenges before us by managing government with discipline and innovation, by using the people's tax dollars wisely and sparingly, by implementing sound budgeting processes, and by living within our means. I will run state government with the same sound financial practices the people of Alabama use to run their homes and businesses.

✓ **A fair and balanced legal environment** that will bring an end to lawsuit abuse. It's now been more than a decade since Alabama has made any progress when it comes to reducing the threat of business-busting lawsuit abuse. As a result, the minimal legal reforms we passed in the late 1990s have been weakened and many other states with which we compete for jobs have made improvements to their legal climates that go far beyond ours.

For Alabama to erase its long-time image as a haven for trial lawyers and big-money verdicts, and for more businesses to locate here because they feel safe from the dangers of "Jackpot Justice," we must have more legal reform. Among the reforms I support are stronger limits on punitive damages, sensible product liability protections for our manufacturers, and a "Loser Pays" law that would require those who file frivolous lawsuits and lose to pay the legal expenses of the victimized defendant.

✓ **Small Business Regulatory Relief** to help reduce the bureaucratic red-tape that often strangles the small businesses that are the backbone of Alabama's economy and are critical to job creation. To ensure that the regulatory requirements on Alabama's businesses are necessary, not duplicative, and will provide a greater value to businesses and consumers than they cost, we will create a Small Business Regulatory Advisory Council and a Small Business Advocate to provide state agencies with input regarding proposed rules or programs that may adversely affect small businesses.

✓ **Protecting Alabama's Competitive Edge** in spite of federal government attempts to take it away. During the course of my campaign I've visited with thousands of Alabamians across the state; and time and again, one of their greatest concerns is the increasingly troubling trend by the federal government to invade our lives in unprecedented ways.

I share those concerns, both as an individual citizen and as a public servant.

Federal mandates, whether we're talking about intrusive plans to limit your health care choices, force state's into costly expansions of their public benefit programs, take away a worker's right to a private ballot when voting in union elections, or force businesses to comply with unfair and unproven environmental regulations that will raise costs on businesses and their customers, are cropping up everywhere we turn.

There is no doubt that if Congress passes proposals like these, Alabama will lose thousands more jobs. If the dangerous, labor union supported 'Card Check' bill becomes law, not only will employers and employees become subject to union intimidation tactics, but Alabama's competitive edge as a right-to-work state will disappear and so will our jobs. If reckless environmental laws, like **Cap and Trade**, pass without concern for their *known cost to our economy* and *unknown benefit to our environment*, utility bills and other consumer costs will skyrocket, and the only new jobs created will be for trial lawyers and regulators.

✓ **Making Health Care Affordable and Accessible for all Alabamians**, not just a few. As I've said before, I will fight any proposal to "reform" health care with a government plan that would cause hundreds of thousands of Alabamians to lose their existing private coverage. Under such a plan, the 64% of Alabamians who receive their health insurance benefits from their employer would be in danger of losing their coverage.

We need carefully designed health care reform that builds on the positive aspects of our health care delivery system, expands coverage and keeps costs as low as possible. Creating another government run, taxpayer funded health care program is not the way to go.

#3 We Will Prepare Our Students Today for the Jobs of Tomorrow

When I served as chancellor of Alabama's two-year college system, I was privileged to chair the state's Work Force Development Council, so I have a great appreciation for the progress Alabama has made on work force development in recent years. But I also know that being prepared for today's jobs is not all it's going to take for Alabama workers to succeed. We have to prepare our students now for the high-skilled, high-wage jobs of the future.

In the competitive global economy in which we live, *the best jobs will land where the best workers live.* As governor, I will invest state resources to fund high-quality programs to ready our young people and our returning adult students for stable, high-paying jobs that will locate right here in our communities and give our workers a chance to fill some of the nation's best jobs right here at home.

The time has come to build the power of our own intellectual capital.

(Continued on back page)





The people of this state need jobs and Alabama needs stable, long-term economic commitments that will create new kinds of opportunity, fuel our economy into the future, and generate the revenue we need to ensure educational excellence for our children.

That's why my *New Jobs for a New Alabama Plan* calls for:

- ✓ **Expanding Alabama's Career/Tech programs and opportunities** by improving program resources, and dual-enrollment opportunities, which allow high school students to get a jump start on their postsecondary educations; and by making sure employers are at the table and closely involved in planning curricula.
- ✓ **Increasing understanding between employers and their future employees** by forging stronger interaction and relationships between business and industry and our schools at every level, by providing teacher and student co-op and internship opportunities, visiting instructor programs, and expanding mentoring programs.
- ✓ **Strengthening the state's Office of Work Force Development** and building on the work force development systems implemented during my tenure as chancellor of Alabama's two-year college system.
- ✓ **Employing long-term strategic planning programs for the state's regional Work Force Development Councils** to address and prepare for economic development trends and the work force skills that will be needed not just today, but in the future.
- ✓ **Creating "Opportunity Awareness" among our future employees** by implementing appropriately designed elementary and middle-school programs to build student interest in the full spectrum of future job opportunities available to them, including new high tech, high-wage opportunities in industry and manufacturing.
- ✓ **Encouraging Alabama's "best and brightest" to build their careers in their home state after graduating** by establishing a career matrix and a corresponding public awareness program, targeted by academic level for 2-year, 4-year and post-graduate students, to begin changing the mindset and expectations of our students, too many of whom leave Alabama for jobs elsewhere; and
- ✓ **Boosting the value of the initiatives above by implementing my proposed K-12 education reforms** including tenure reform, teacher salary flexibility that will allow us to incentivize teaching excellence, laws allowing Alabama to take advantage of the benefits of Charter Schools, proration prevention budgeting reforms, programs to reduce the unacceptable drop-out rate among our high school students, and more.

#4 We Will Win the Nation's Best New Jobs with Innovative Economic Development

As the result of key successes in the past decade, Alabama has an incredibly diverse economy, which is a testament to the hard work and dedication of Alabama's work force and the intellectual capacity that fuels the production of some of the world's finest products.

As I've traveled the campaign trail, I've found that many are surprised when I mention with pride that Alabama is home to the most innovative helicopter technology in the world; the most productive Mercedes-Benz production plant in the world; the world's only high-technology, aluminum alloy Naval vessel (that can travel 45 knots in the open sea); one of the top 10 medical centers in the nation; the rocket technology that will take the next human to the moon; and the nation's second largest research park where an institute for biotechnology is finding solutions for advancements in health, well-being and livelihood that will improve lives around the world.

With such a proven track record of excellent capability and achievement, the sky can be the limit for the future of economic development in Alabama if we will harness the resources we have at our fingertips and focus our efforts where we will earn the greatest return.

That's why my *New Jobs for a New Alabama Plan* calls for:

- ✓ **Working more closely with our existing businesses and industries** to give them the help and resources they need to be more productive and to grow and hire more Alabamians. Certainly we have come a long way in recent years; but because of the long downturn we've had to weather, our economic environment has changed. The businesses that have been here through it all deserve our fullest support. Our state leaders and legislators must understand that special efforts designed to help our businesses succeed, such as tax credits, abatements and other incentives, are not long-term expenses — they are investments that will pay dividends for many, many years to come in the form of a growing economy and increasing state revenues.
- ✓ **Building regional economic development cooperation**, both within Alabama and outside the boundaries of our state lines, when such cooperation will help us to take advantage of prospective job-creating opportunities. When it comes to economic development, narrow-minded territoriality is not always the wisest approach. As governor, I will encourage outside-the-box thinking and look for ways to leverage our great assets with those that other states might have to offer. The same must be true with local economic development projects. When the time is right, cooperation should replace competition. At the end of the day, our goal must be jobs and greater opportunity for all Alabamians.
- ✓ **Establishing the Governor's Office of Innovation and Entrepreneurship** to encourage the development of promising new business ideas. It's not hard to believe that I discovered the concept for this portion of my jobs creation plan while campaigning in Huntsville, where some of the most innovative, high-tech work in the state is being done. Through this program, we will have the ability to implement and oversee "Growth Zones" at Alabama's colleges and universities, where promising new business ideas are funded and given access to existing institutional resources, such as laboratories, research data and faculty expertise. This unique concept will bring public/private partnerships together to research, identify, select, fund and nurture those businesses and ideas that hold the greatest potential for the future.

**Now is the Time to Think Big and Act Boldly! Join Us as We Work Together to Build
★ New Jobs ★ New Opportunity and a ★ New Alabama!**

For more information about Bradley Byrne, or to get involved with the Byrne for Alabama campaign, please call **334-387-3034**.

And be sure to visit our website at www.ByrneforAlabama.com