

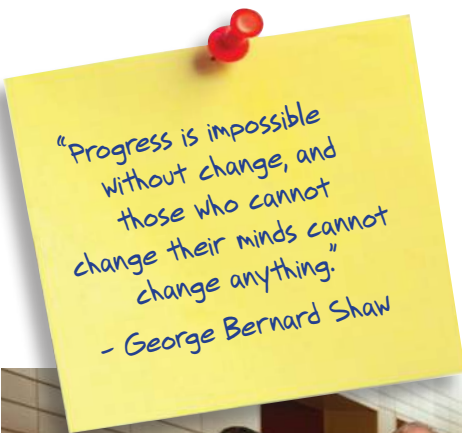


Business Expectations for Donald Trump's America

Shock and Euphoria – these were two of the many emotions that washed across the American Landscape the day after the presidential election.

There has never been a campaign like it – behavior like we've never seen before in an election season. Behavior we wouldn't allow our children to engage in.

But, in the days since the election we've seen a change in tone and style of our President Elect.



More movement toward uniting a fractured nation, conciliatory remarks and occasional humility.

So, what happened and what's going to happen?

Dr. Terry Madonna, Professor of Public Affairs and Director of the Center for Politics and Public Affairs at F & M College, recently made these remarks at the Lancaster Rotary Club:

“We are in uncharted territory. We have just elected a guy who turned his campaign into a reality TV circus.”

Madonna goes on to explain what happened and why.

“We, in our insulated, middle upper class positions, do not understand a lot about what's going on in American society. What happened (in the election) was unprecedented and there are actually reasons that explain it. The fundamental reason that



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- Glass and Glazing
- Industrial and Automotive Tools



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Donald Trump is President is that twice the number of white working class voters turned out at the polls and gave Donald Trump twice the votes that Mitt Romney got four years ago.

“We have not begun to address the fact that millions of Americans have been very different than when the old industries and manufacturing went away. These are people whose families used to be reasonably well off because they worked in iron, coal, steel, paint, lead, the automobile industry – but that’s all gone...and for most of us who live the life we do, we don’t understand that and paid no attention to it.”

However, Trump did pay attention and was able to tap into that anger and dismay about the lack of jobs in America.

Madonna continues, “You know what his supporters cared about?

That he was sticking it to the establishment and he was doing it in a reality TV style that they’d become very accustomed to. And their hostility toward the media was what literally helped Donald Trump gain the notoriety, gain the fame, gain the name recognition he did.”

Here are the main issues that paved the way for Trump, according to Madonna:

Trump paid attention to the message from white working class workers that he needed to “Drain the Swamp” in Washington

- Illegal immigration cannot continue – impacts jobs
- The polls got it all wrong – they polled the wrong people and did not get enough of a cross-section of America
- The media did not appreciate or understand the anger and angst of the white working class
- The working class was fighting the educated, elite establishment and did not care that Trump ran a rough campaign. They wanted an outsider.
- The working class has not benefitted from changes in the past decade and they don’t like the cultural changes that have occurred. They feel they are living in “a strange land.”

JEFF BLEACHER

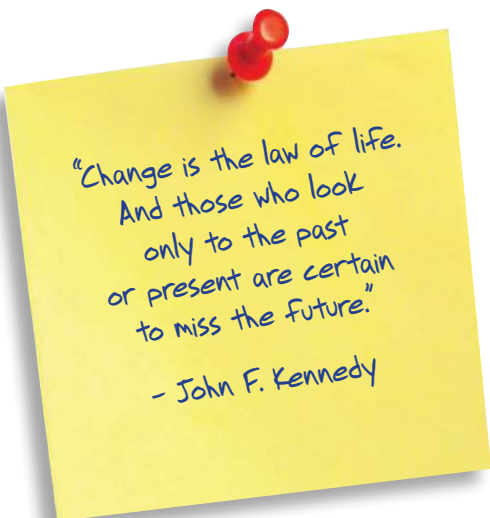


“We expect to see great changes in America in the next four years. There is an air of expectancy with this President Elect as we have been through an Election season like nothing I’ve seen in my lifetime. As your Valued Partners, we will keep every client clearly apprised of the implications of any and all changes that the Trump administration will make. We look forward to helping every client to capitalize on the opportunities that may be ahead of us.”

KEN FALK



“We know changes are on the way and there is much to be changed in our government that can benefit the business community. Only time will tell if Trump can keep his promises, but the people have voted, and in January we expect to see swift and immediate change. This may create uncertainty for a time, but we want our clients to know that we will be working very closely with them to sort through everything that comes down the pike. We will be there for them.”





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- Paid TV ads didn't matter as much. The amount of spending didn't matter as much. What mattered was Trump's ground game and media coverage.
- Trump's supporters rarely waived. They were always against media, big business and government. They felt left behind and Trump addressed that.

Kate McCaslin, President of ABC Keystone (the association for the construction industry) noted that "we can all give a collective sigh of relief and just hang on, because help is on the way. If we can quit

creating barriers and blocking the way we will be fine.

"I hope he understands the enormity of where we are. The national debt is staggering. It's crushing us. We have little discretionary money available. It's undebatable that American Businesses pay the highest corporate taxes in the developed world. Trump needs to address taxes; it's the only way we're going to have the money we need to take care of our infrastructure and get rid of our debt."

What's next: The countdown has begun to Inaugural Day and Trump's team has been working night and day to fill close to 4,000 positions to staff up his administration. He wants to hit the ground running and begin to cancel out many of Obama's initiatives. Check our upcoming infographic to see what his exact plan is and how it will impact you.

JEFF GROFF



"Tax changes will be inevitable under the new administration. We want every client to know that as we move through 2017, we will be addressing all changes and the implications those changes have on the businesses we work with. We will continue to walk alongside our clients in advising and helping them to continue growing and prospering."

PATRICK GENDRUE



"RBF has pledged to its clients to continue to be the best sounding board for handling change under the new administration. We will sort through all of the new rules and regulations on your behalf and keep every client's unique needs in mind as we interpret the changing landscape that is upcoming. It's an exciting time to be in America and to be in business."

*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."
- Margaret Mead*

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