

As the election approaches I wanted to take this opportunity to introduce myself and my platform to the residents of Southborough. I am Jeffrey Rosenberg, 44 years old, a father, a husband, a volunteer, a civic leader, a businessman, and an educator.

My wife and I have a family of four children ages 9 – 15. Our home is an open place of discussion, education and family values. You will see us at school functions, sports, town events or just playing in the back yard. We make family our number one priority whether it's a trip in the RV to new places or a quiet meal at home; family is where community starts. I value family in all that I do.

As a volunteer you will find me working hard on the Southborough CERT / MRC team, providing First Aid, directing traffic, responding to community events as well as disasters. I am a licensed EMT, a member of the Cert Executive Board and most recently the head of CERT and MRC of Southborough Inc. a 501c3 corporation to support CERT/MRC and the community. I also, through the Masons and with my Masonic Lodge, raise money for children and other worthy causes. I have been Master of Norfolk Lodge in Needham. Giving my time freely to my neighbors and community is a core value.

As a Civic leader I have testified before our state legislature and assisted in drafting, proposing, passing or defeating bills. As stated above I volunteer my time to the town. I work on campaigns and elections on a regular basis and believe as Justice Robert H. Jackson stated "It is not the function of our government to keep the citizen from falling into error; it is the function of the citizen to keep the government from falling into error." And as such you find me here running for Selectman.

As a business man I put my education to work. I hold a BA in Communications from Curry College with a minor in Politics and History. I run two companies in town Modulation Magic Inc, a broadcast engineering firm and with my wife Kelly, Every Body Balance Inc, a Pilates and Yoga studio. I have brought jobs to town and provide unrivalled quality and reputation in the services provided by both businesses. I believe in the success that hard work brings.

As an educator, I train and help young men and women as a mentor by teaching them skills in business and broadcast engineering. Through providing internships and speaking at colleges and events I share my skills with others. As a dad I also consider myself an educator whether it's helping with homework, or teaching the children the skills of life. I value education as our youth are the future.

These core values: family, community, volunteerism, civic duty, hard work, and education are a gift of our freedom and make America great. I believe Southborough is an example of the greatness this country has to offer, but we need some work.

If elected my goal will be to build community from young to old and to encourage and reward those who help their town and neighbors. I will help by leading the way, in showing the town and its government how to be more accepting of the volunteerism that is available to accomplish many tasks. Southborough is a truly American town and Americans like to volunteer. There is much to do in our community and the people of the town are ready to volunteer; we just need to make them aware of the needs. Volunteerism is a modern day call to arms!

Strong support of our Schools, Fire Department, Police Department, and town services is key to creating a balance of all the services the town needs to provide for all of its citizens from young to old. These things cost money and lots of it. In a simple term, it is one big budget and this is the most important issue facing our town. We cannot continue to raise taxes. It is counterproductive and hurts our community. If we raise taxes to keep up with the spending some residents will lose their homes, new homes will not be built for fear of taxes, and new residents will look to other towns where the cost of home ownership is lower. Businesses will not fill our vacant spaces as taxes drive up the rent. Higher taxes bring in lower revenues, and indiscriminate spending does not make things better. There is a solution.

I firmly believe we can provide the very best in all town services from education to the Council on Aging center, from open space to beautiful stone wall lined roads, and a robust reserves fund for a rainy day with lower future taxes. I will advocate for a plan that has historically worked for our country to be developed and applied to our community. It is called supply side economics. It was applied by President Warren Harding who brought the country out of the 1920 – 1921 recession and into the roaring twenties when our economy boomed. Taxes were lowered but tax revenue went up and we became the richest nation in the world. It was applied again by President John F. Kennedy in the “revenue act of 1964”; it passed 3 months after his death and revived the early sixties sluggish economy. Most recently supply side economics was applied by President Ronald Reagan in the eighties. “Reagnomics” is our greatest example and the one that shows also what not to do. Reagan was greatly successful in raising revenue by lowering taxes. The hoppers became flush with money but congress out spent the growth.

We learned that money left in the hands of tax payers through lower taxes has been spent in our economy. It gets invested in to businesses and goods. This is shown by the Laffer curve and the examples mentioned above that lower taxes can increase tax revenue as the economy expands. For example, if the tax rate is lower there will be more dollars spent to collect taxes on, so reserves can be built. The caveat is that we cannot spend beyond our growth.

Southborough, how does this apply to you? We need to examine and audit all capital, buildings and budgets in order to identify the items and services that can be reduced from excess or those that are frivolous so they can be cut and removed. To regain capital funds by the sale of items not needed. This is a precise surgical operation to ensure services are maintained to the residents and our community will not suffer. Place the found funds to those budgets most in need and then to reserves.

To set the budgets back to zero and reboot the system, this will make each department take a close look at what they need and today's actual cost for those services and items. Our historic method of looking for more than last year must stop. Just because an item is in the budget year after year it does not mean we need it or that it cost more. A new fresh look will realize savings.

Expanding the tax base shifts the tax responsibility off the current residents. Actively looking for businesses to move into town and fill the many empty existing buildings. Full buildings mean higher values and higher tax revenue. These businesses will bring jobs and people who may want to live in our community. New members to our community will buy houses thus raises our real-estate values and

occupies the homes that are empty or foreclosed. This creates new housing starts and construction jobs and as a matter of course expands the tax base. These businesses bring equipment, some that is excise taxed with the revenues going to the town. The employees shop in stores and eat in our restaurants and contribute to the wellbeing of our existing town businesses.

As the tax base expands, and our spending is executed carefully, we will be able to build our reserves. Once those reserves are flush we can expand services and LOWER TAXES. As I stated before lowering taxes will leave the funds to be spent with our expanded tax base the new businesses, allowing further growth. Historically as shown when taxes go down, tax revenue goes up. If real-estate tax goes down more homes will be bought, built or renovated. We will become a more affordable town to live-in. If commercial taxes go down the buildings in town will have lower rent and become fuller with even more new businesses attracted by our community's fair prices and citizens who will use their services and products. Bringing more jobs, more growth, and high tax revenues to the town. Resulting in more reserves in the town funds and the ability to provide the best of everything if carefully chosen and funds spent wisely. It is common sense.

This cycle of spending more and getting less will be stopped by my plan and we can be a shining example of what Southborough ingenuity can accomplish.

I promise in return for your vote, I will do my best to accomplish these goals and my only responsibility will be to the true seat of power as granted by the Constitution of the United States "we the people", yes you the voters. It is your privilege when you grant your freedoms and rights on loan to a government, to revoke those rights and elect new blood to take care of this gift. We do not want to be a community enslaved to taxes.

I have sought no endorsements other than that of the voters. I have spent only, my own funds in running for office and not asked for donations. I want to stand with you the voters the members of our community, beholden to no one else. A vote for me is a vote for our community's future, the other vote just take a look at some who endorsed him, it is more of the same they are the ones who put us in this position. Suggesting commercial development of unused land instead of filling what we have is more of the same. He suggests limited taxation that's not lower taxes! We need to break the cycle. Southborough being exceptional in our town, our schools and in our finances is in reach. Let us all strive for exceptionalism in everything we do.

I sincerely appreciate your support and vote,

Jeffrey D Rosenberg

Candidate for Selectman