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President Bush Highlights Software To Go in Remarks about Small Business and the Economy

St. Louis small businessman Joe Balsarotti, and his company, Software To Go were mentioned by President Bush, as an example of small businesses which would benefit by the President's tax relief plan.

Preceding the speech, which took place at another small business, JS Logistics, President Bush held a roundtable discussion with five small business owners including Balsarotti.

"It was a great honor to participate in a discussion with the President of the United States and to be able to express directly to him the concerns of small business owners, such as myself", "To have my company and myself mentioned in the Presidents remarks to the nation was an unbelievable end to a great day," said Balsarotti

The President, in the televised speech, rallied support for his new tax-relief plan, which will accelerate the 2001 income tax rate reductions and increase business expensing limits by \$50,000.

The President remarked, "I met a guy today named Joe. He runs Software To Go. He's got three employees...by allowing businesses to expense up to \$75,000, it means somebody is somebody is more likely to buy a copying machine, or in his case, an architectural fancy machine. (Laughter.) But the point is, is that he then has more business opportunity, even though this tax relief doesn't affect him directly. It affects his customers. It makes his customers more likely to buy a product. And when Joe's customers are more likely to buy a product, he's more likely to be able to employ people."

President Bush also used Joe and Software To Go in his remarks regarding the 'death tax', saying, "It means small business owners like Joe may have problems passing their business off to a child or somebody they choose to pass their businesses off to."

Balsarotti, who began in the computer industry in 1980, has long been active in local civic and business organizations, as well as involved in state and federal advocacy. Joe was also chosen by the President to participate in his Economic Summit, held in 2002 at Baylor University in Waco, TX, where he served on the 'Technology and Innovation' panel. He is chair of NFIB/Missouri's Leadership Council and was a delegate to the Congressional Small Business Summit in 1998 and the NFIB Small Business Summits, held in Washington, D.C. in 2000 and 2002.

Software To Go, founded in 1983, is one of the region's oldest full-service technology providers and offers computer, software, repair, maintenance and consulting; specializing in total solutions for small business, government, education and individuals looking for unsurpassed service, knowledge and value. More information is available at www.software-to-go.com.