



Jobenomics

Jobenomics deals with the economics of job, wealth and revenue creation with a goal of creating 20 million new private sector jobs by 2020 (**20 by 20**). The Jobenomics movement commenced with Chuck Vollmer's book, entitled *Jobenomics*, which was written to illuminate the economic threats to US, to promote national debate regarding jobs creation, and to start a grassroots campaign.

Jobenomics' Overall Tenets

- Focus on the economics of job, wealth and revenue creation
- Create 20 million new private sector jobs by 2020 (**20 by 20**)
- Empower private sector growth with appropriate government support
- Start national business initiatives with emphasis on small business
- Incentivize public/private funding to the base of the US economic pyramid

Jobenomics' Grassroots Movement

- Rely on business as opposed to government as the means of economic growth
- Elect officials who support jobs creation and private sector economic development
- Grow the private sector labor force as opposed to the government workforce
- Invest and promote investment in domestic emerging business and technology
- Support a **20 by 20** national campaign

Jobenomics' Public Policy Initiative

- Emphasize employment over unemployment
- Promote pro-business policies and incentives
- Close the spending/receipts fiscal gap
- Assist small business development over government and large business growth
- Pursue workfare as a viable alternative to welfare

Jobenomics' 20 by 20 Categories & Goals

- 10 million small, emerging and self-employed business jobs (see below)
- 10 million new jobs:
 - Large business
 - Increase expatriate jobs for multinational corporations
 - Protect and promote domestic jobs in struggling industries
 - Foreign manufacturing and investment in the US
 - Emerging technology initiatives, with emphasis on energy technology

Jobenomics' Key Small, Emerging and Self-Employed Business Initiatives

- Establish community-based business incubators
- Promote and incentivize women-owned businesses
- Implement a small business cloud computing program
- Develop a national direct-care program
- Start real estate foreclosure initiative
- Develop business ministries in social/religious institutions to assist the financially distressed
- Incentivize private sector funding to the base of the US economic pyramid
- Establish government funded small business incentives

Jobenomics Author & Founder

Chuck Vollmer is the founder and President of Jobenomics LLC, a company dedicated to developing a national call-to-action campaign to create 20 million new US private sector jobs by 2020. His new book, titled *Jobenomics*, was published in July 2010. Chuck is also the founder and President of VII Inc., an international strategic planning, systems engineering and investment capital firm specializing in emerging government and business initiatives. Prior to VII, he was an executive in a leading US consulting firm, an executive in the world's second largest aerospace firm, as well as a highly decorated fighter pilot. Over his career, Chuck has helped start hundreds of new enterprises from billion dollar organizations to numerous small businesses.

