



**E.L.V.S. EQUIPMENT LOCATOR VENDOR SERVICES<sup>SM</sup>**  
Specializing in Medical Imaging Systems<sup>SM</sup>

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From: Betsy Gordon – President, E.L.V.S., Inc.  
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Dear President Obama,

I am a small business (WOSB) owner/entrepreneur in one of the hardest hit states (FL). Like many, I have found myself upside down in my mortgage and my peer-competitors have closed the doors to their businesses. Leaving me to compete with companies that are 5 times my size.

**I. Industry Sector, Mid-Size Corporations – Putting America Back to Work 2011**

I believe this is a common and widespread set of circumstances that many American's are facing. One solution that I am working on is partnering with companies that are much larger (than mine) to create employment opportunities where none existed before. And, I am actively engaged in bringing that conversation to the table of the larger companies in my industry.

And I need your assistance, to provide incentives to mid-size corporations that are willing to take financial risks to create jobs.

Q. Do you have plans/ideas/strategies to provide incentives for mid-size companies that are willing to take financial risks to create jobs?

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**“Healthy People on a Healthy Planet<sup>SM</sup>”**  
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**II. Industry Sector, Banking & Lending Institutions – Putting America Back to Work 2011**

As a small business owner, I have been able to create strong relationships with my local banking partners. By not going through the “drive-through” at the bank. I physically park the car, walk into the bank and offer myself the benefit of being known by - Branch Managers, VP’s of Banking, Loan Officers, Tellers, etc.

By being known, I have been able to secure business loans and lines of credit for my small business. This is one of the methods of how I have “out-survived” my peer-competitors.

Q. What can be done by your team to encourage people to take the necessary actions to be known by their financial institutions?

**III. Industry Sector - Partnering with Individuals – Putting America Back to Work 2011**

President Obama, I am clear that your team cannot manage the entire conversation of Putting America Back to Work in 2011 – you need our willingness and actions to support the initiatives that you have the power to set into motion. There are thousands of actions that we as American’s can take to improve our current set of particular circumstances.

Q. Would you be willing to task a team of 1-3 people to develop the “You Are Powerful” initiative? Offering a list of 1000 actions an individual can take on their own behalf. And, publish the list of best actions for public access?

President Obama, I have submitted my “two-cents” worth toward your campaign of “Putting America Back to Work 2011”. I am on-board, in action, and making a difference for 40-60 individuals (possibly more) right now. And, I thank you and your team for your kind consideration of my suggestions.

Best wishes for our continued success,

*Betsy Gordon*

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