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Campaign 2000

Valley leaders seem to agree on at least one thing: The upcoming election is one of the most important ever



Steve Tedesco
President/CEO
San Jose Silicon Valley
Chamber of Commerce

The upcoming City Council elections will elect four new council members who will start in January, and a fifth one will come on in March/April. That's a major turnover of elected officials.

There are a number of important initiatives facing us — money initiatives. Initiatives A, B, O and P are important quality-of-life issues for me as a resident of San Jose and as president of the chamber.

If these initiatives pass, that will be a voter indication that they're very positive about San Jose and Silicon Valley growing economically.

I oppose the voucher initiative. I don't think the voucher initiative guarantees improving public schools — it only improves education for people who can get into private school and pay for it.

There are constant education issues. Proposition 39 lowers the threshold from a two-thirds to a 55 percent vote to pass a local school bond. This is critically important in Silicon Valley since education is so important to our work force. Education is essential to the next couple decades of economic vitality. We have the best work force, so we must have the best education.

This is a very important election — a lot of change will take place, especially at local levels.

It's important to learn about the initiatives and the people running for office — they will make important decisions over the next few months about the direction San Jose will take.



Fred Hoar
Chairman
Miller-Shandwick
Technologies

This is one of the more important elections for Silicon Valley and for the global economy. Not only because of the new millennium but because of the new communications technology that is coming together to create a worldwide network. Our elected officials need to have the ability to push this forward.

This is a strategic inflection point in our history with vast ramifications for our society, business and technology. This is an uncommonly important election, even a pivotal election.

There are two issues of importance here: One, do candidates truly understand the great opportunity here in Silicon Valley, our need — and the opportunity — for technological development? We need a partnership between government and industry.

Two, will the officials be able to operate on a global scale between the United States and its global allies and adversaries? Technology is creating a truly planetary society. We need officials who understand

that global dimension.

These two things are paramount to Silicon Valley's future, and what I consider to be primary for this election.



Jeffrey D. Kerr
President
American Consumer
Financial Network

As the owner of a growing business, naturally I'm looking for leadership that would continue to develop the "pro-business" environment. I'm looking for a candidate that understands people, business and the relationship between them. I want to have confidence that our leadership understands that America's role as the only "superpower" came about much more by economic development and extension than by military might. Remember that Russia, our most feared enemy in the "world of yesterday," didn't lose a battle — they just went broke! If we are to maintain this leadership role, we have to protect the founding principal of our success as an economy — free unobstructed competition while fiercely protecting people and markets against monopolies.

Issues I pay attention to:

- reduction of dependency on outside energy sources for a true independent America;
- the strengthening of productive competition;
- prevention of monopolies;
- promotion and support of innovation;
- protection of the American dream of home ownership;
- assurance of Social Security payments and health care programs with better coverage;
- improving education for a better tomorrow;
- protecting our children's minds from exposure to inappropriate information;
- eliminating marketing to minors; and
- being strong on crime.

There are, of course, many other issues, but then you are only looking for a quote so, my favorite quote is: "The reasonable person adapts to the world, the unreasonable person persists in trying to adapt the world to themselves; therefore, all progress depends on the unreasonable person" (George Bernard Shaw).

Even in today's corporate world, 80 percent of the people in this nation work for small businesses. Virtually all significant innovation is accomplished by companies still in their infancy led by people who leave their "big corporate" jobs to share in the remarkable opportunities of innovative startups and to enjoy the freedom to "be unreasonable" in their thinking. The corporate environment by its nature promotes rational and reasonable thinking to survive the reviews, boards of directors, stockholders meetings, etc.

America's future as an "economic superpower" depends directly on the continued support and development of small business and the people in them.



Lerry Lenhart
President/CEO
CAT Technology

How we're dealing with our foreign policy stance is very critical, not just to the safety of our US. citizens traveling abroad but it also has economic implications. In that perspective, how can we contain some implications and not get involved in every event in the world?

I'm looking for someone with strong foreign-policy capability and who has the ability to do what it takes.

Education also gets to me. There are not enough teachers, they're underpaid, it's hard to find them. I'm interested in a strong understanding of what we can do to rectify this — someone with smart recommendations who will carry through.



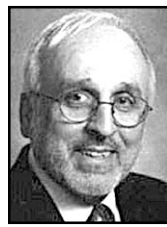
David Shapiro
Chairman/CEO
Info-One

I'm probably concerned more than any one else with this election. I'm not comfortable with either candidate, so I'm not sure how I will vote.

Both can probably do a decent job with the economic issues. I'm concerned with Bush's views on social issues like right to life.

But there's the issue of balance of power. With a Democratic Congress, the old philosophy of a Republican in the White House may make sense.

I grew up in a very Democratic family, but I've been fiercely Independent since about 1976.



Carl San Miguel
President
Santa Clara County
Association
of Realtors

This is one of the more important elections we've had in a very long time, not just in terms of the presidential election but also regarding congressional seats, senate seats, assembly seats locally and the initiatives on the ballot.

There are so many initiatives out there that we have to know what we're voting for. I wouldn't tell someone to just vote, because he wouldn't have an intelligent vote — because he wouldn't know what he was voting for.

There are a lot of issues — for example, Proposition 39 lowering the percentage to 55 percent down from two-thirds, and Measure A. Those are two very important issues, and people should know what they're voting for.

The association is concerned with quality-of-life issues such as housing affordability and other real estate-related

issues. The association doesn't have a formal opinion on Proposition 39 — unfortunately. The California Association of Realtors supports Proposition 39 — lowering the vote to 55 percent for school facilities. It's only for facilities, not for hiring, and local districts decide whether to pass it or not.

There's some debate about this because some say that 55 percent is too low. I say that in any election, 55 percent is considered a landslide — 55 percent is not a number to be taken lightly.



Steven M. Bauman
President/CEO
VINA Technologies

There are three very important things in my view. The aggressive support of education in the United States to eliminate the differences between the digital haves and have-nots. The Internet gives us the opportunity to democratize things and make the information economy available to all people.

The second issue is globalization and free trade. We must allow the information economy to involve all nations. The globalization impact will reach all.

The third thing is deregulation of telecommunications within the United States — not just talking about it, but also achieving it.

I wish we heard more from the candidates on these issues. These issues will impact the next generation and succeeding generations, and whether the economy will move forward. The senatorial and presidential races are not focused on the issues.

We could also use peace in the world — that would be the fourth thing, but that's too much to ask for right now.



Peter Hero
President
Community Foundation
Silicon Valley

National candidates are talking a lot about education and there's no more urgent matter in Silicon Valley. My hope is for emphasis on public and private partnerships to invest in education. I hope politicians pay attention to the good work being done out here by entrepreneurs in that area.

The second biggest issue is tax policy. It's a critical issue which needs to be examined for the impact it will have on charitable giving if the estate tax is eliminated.

Both presidential candidates have expressed an interest in Silicon Valley and the creativity and entrepreneurship found here. Both have a lot of advisors and connections to the valley so I think either will have an ear and open mind turned to Silicon Valley.