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Former Ambassador Charles Ford Predicts that Future for High Paying American Jobs Rests with U.S. Export Growth.



Kicking off his nationally syndicated "Neal Asbury's Truth for America Show" on WZAB-AM, Neal Asbury opened the show by asking when President Obama will pay more than lip service to his State of the Union Address promise to double exports in five years. "We need a tough-as-nails approach by this administration to stand up to the Japanese, Chinese and Indians and demand that they stop imposing barriers on US exports, including manipulation of their currency. These competitors aren't going to roll over because Obama wills it," said Asbury. He wants to see the administration demonstrate a trade vision that supports American entrepreneurs so that the US can expand exports and "we can bring opportunity and hope to the US and to people around the world."

Neal's first guest marked a return appearance by Charles A. Ford, former Ambassador to Honduras and Business Engagement Advisor to the Commander at United States Southern Command. In his role as Business Advisor, Ambassador Ford was a champion for broadening the use of military options to incorporate economic reforms that promoted economic prosperity for the U.S. and its trading partners around the world.

Ford was heartened by President Obama's pledge to support US exports, but like Neal Asbury, was wary of actually seeing some action to back up the rhetoric.

"I would love to see us double exports in five years, which is something that we came close to doing between 1999 and 2004, but haven't been able to accomplish since World War II. But we can't grow exports and compete on a level playing field unless we can address current exchange rates, tax policies, and the U.S. approach to dealing with China currency manipulation," said Ford, who was the first advisor at a Combatant Command who promoted coordination with other U.S. Government agencies efforts to explore the role of the private sector in the 21st century defense of the U.S. and its partners.

Ford maintained the U.S. needs to have open access to other markets by aggressively pursuing new free trade agreements and ratify the pending free trade agreements with Panama, South Korea and Colombia. He reminded listeners that when the U.S. has a free trade agreement with another country, the U.S. experiences a trade surplus. But when we don't, we experience a trade deficit. Yet, the U.S. only has trade agreements with 17 countries, while a country like Canada has completed dozens of free trade agreements at the expense of the U.S.

There was general agreement on the show that trade unions have been creating road blocks toward free trade agreements. Ford suggested that unions have not been approached properly by business and he sees some room for negotiation with more moderate partners. He believes coalitions can be built that will promote exports.



[Cant wait for the show? Click Here for Neal's Blog.](#)

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Neal Asbury pointed to Mexico as a trading partner where union interference with trucking has brought punishing tariffs as retaliation. This has stymied U.S. exports and has let China expand their influence into Mexico, America's most important trading partner.

"The future for creating high paying jobs is by expanding exports. Free trade agreements strengthen US companies and it not only creates US jobs, but creates jobs in other countries, which will help control illegal immigration," said Ford.

The conversation returned to China, where Ford suggested that while the huge US debt owned by China was detrimental, it has at least one positive aspect because it forces China to talk with the US. There was general optimism that during an upcoming meeting of the US Treasury the subject of currency manipulation by China would finally be addressed – a topic that has largely been ignored by Obama, and was also ignored by the Bush administration.

"If the macroeconomic indicators we are seeing are correct, the US economy will rebound. But we need strong leadership that will support entrepreneurs and exporters," concluded Ford.

Making his return appearance on "Neal Asbury's Truth for America" was John

Manzella, President of Manzella Trade Communications and a world-recognized author and speaker on U.S. and global business and Washington politics.

Manzella reiterated Ambassador Ford's contention that there is a precedent for the US doubling its trade exports, but Manzella notes that the current pledge won't be possible unless: the US creates more free trade agreements and ratifies the three pending free trade agreements; imposes fewer restraints and controls on US exports; and promotes more tax control so that US companies can compete internationally.

Manzella proposed that if the US ratifies the pending free trade agreements with Colombia, South Korea and Panama, it would add \$25 billion to American GDP.

"The taxes imposed on US business makes us less able to compete with the rest of the world. If 24 of US states were countries, they would be among the highest taxed countries in the world. While we have raised our taxes, other countries have lowered theirs, giving them huge trade advantages," said Manzella. "The biggest current concern is the crushing US debt burden, which is not conducive to expanding exports because it impedes entrepreneurs. I think that American business has done a poor job of educating Congress about trade and the role that

entrepreneurs play in growing exports," he added.

The Neal Asbury Truth for America show tackles free trade and enterprise issues every Friday from 5:00 PM until 6:00 PM on WZAB-AM 880. The show is streamed live on line at WWW.880THEBIZ.COM, which is affiliated with Bloomberg Radio and CNBC, and can be heard on 920-WGKA (Atlanta); KSEV (Houston); 1500 AM (Washington D.C.); 1220-KDOW (San Francisco); and 1300-KKOL (Seattle).



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