



MEDIA STATEMENT

FOR IMMEDIATE RELEASE

December 12, 2017

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Business Roundtable Releases New Ad Campaign Supporting Tax Reform

Procter & Gamble Supplier Says Tax Reform is a ‘Game Changer,’ Urges Congress to Deliver

Washington - Business Roundtable today released a new round of advertising as part of its multipronged effort supporting pro-growth tax reform.

The new ad features Carl Satterwhite, president and owner of RCF Group, a furnishings, architectural interiors and facility services firm that employs 100 people. Based in West Chester, Ohio, RCF Group was founded almost 15 years ago and is a supplier for Procter & Gamble, a Business Roundtable member company.

“I’m proud to run a minority-owned business,” Satterwhite says in the 30-second television ad. “We want to continue to invest, grow and create jobs. The current tax code is really just a restraint. Tax reform is a game changer; we’ll be able to invest and hire more workers. It’s time for Congress to deliver real tax reform.”



The new campaign includes television advertisements, radio spots in 30 media markets across 16 states, as well as social media and digital ads. It is one in a series of stories about the positive impacts that pro-growth tax reform will have on businesses of all sizes. [An ad released last month](#) featured the story of Mike Bertsche, President and CEO of Camcraft, a 300-person manufacturing company in Illinois that supplies engine components to Cummins Inc. and several other Business Roundtable members.

Business Roundtable members collectively employ more than 16 million people directly and generate more than \$440 billion in revenues annually for small and medium-sized U.S. businesses like RCF Group and Camcraft.

In July, Business Roundtable launched a multimillion-dollar integrated advocacy campaign in support of pro-growth tax reform. In addition to cable television, radio and digital, America's leading employers are engaging their employees, managers, suppliers and customers through events, outreach to lawmakers and local and regional media making the case for why tax reform matters to businesses of all sizes and to American workers.

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Business Roundtable CEO members lead companies with more than \$7 trillion in annual revenues and more than 16 million employees. The combined market capitalization of BRT member companies is the equivalent of nearly 30 percent of total U.S. stock market capitalization and BRT members invest over \$130 billion annually in research and development - equal to 38 percent of total U.S. private R&D spending. Our companies pay nearly \$270 billion in dividends to shareholders and generate more than \$440 billion in revenues for small and medium-sized businesses annually. BRT companies also make over \$6 billion a year in charitable contributions.

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