

'Voice of Family Business on Capitol Hill' Podcast Series Launched by Family Enterprise USA

WASHINGTON , DISTRICT OF
COLUMBIA, UNITED STATES,
September 15, 2022 /

EINPresswire.com/ -- Host Pat Soldano,
President, Family Enterprise USA/Policy
Taxation Group, Focuses Attention on
Key Issues Facing Families, Their
Businesses, and Legislation

Dr. Frank Luntz Talks About Political
Messaging in First Episode, 'Why
Language Matters';
First Episodes Sponsored by Auerbach
Commercial Realty

A new podcast series, "The Voice of
Family Business on Capitol Hill," has
been launched by Family Enterprise
USA and the Policy and Taxation
Group.

The podcast series, hosted by Pat
Soldano, President of Family Enterprise
USA and Policy and Taxation Group,

features interviews with experts from politics, marketing, tax, and law and focuses on the issues facing families and their businesses. Both groups advocate for families and their businesses.

The premiere episode airs September 15 and features Dr. Frank Luntz, well-known political strategist and messaging expert, who discusses "Why Language Matters." The podcast dives into how language shapes America and its politics, how other people's words can create powerful messages, and why what people say matters more today than ever before.

The "Voice of Family Business on Capitol Hill" will air on all major podcast platforms, such as



[Spotify](#), Apple iTunes, and TuneIn. The first three episodes are sponsored by Auerbach Commercial Realty. The shows will run monthly. Subscribers will receive alerts as future shows are posted.

“We are excited about this new platform for communicating the latest news, expert opinions, and insights affecting the country’s largest employer, the American Family Business,” said Pat Soldano, about the new online show. “We are thrilled to have Frank Luntz be our first guest and the subject matter, how language matters, is a critical topic in today’s polarized culture,” she said. “Our goal with this series is to bring to life the critical stories that affect families and their businesses, and how we can get our legislators to listen.”

- [Apple Podcast](#)
- RSS link
- [Google Podcasts](#)
- Spotify

About Family Enterprise USA

Family Enterprise USA promotes family business and job creation, growth, viability, and sustainability by advocating for family businesses, their lifetime of savings, and the issues they face running their businesses every day. The issues we fight for or against with Congress in Washington DC are high Income Tax Rates, possible elimination of Valuation Discounts, increase in Capital Gains Tax, enactment of a Wealth Tax, and the continued burden of the Estate Tax (death tax), and with the possible elimination of Step up in Basis. Family Enterprise USA represents and celebrates all sizes, and industries of family businesses and multi-generational employers. FEUSA is a 501.C3 organization

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