



# OUR CLIENTS SUCCEED.

REPUTATION • RELATIONSHIPS • REFERRALS • RESULTS™

Brochures • Newsletters

Media Liaison • Video

Special Events

Advertising

Logo Design

Websites

Corporate Branding

“Public sentiment is everything.  
With it, nothing can fail; without it,  
nothing can succeed.”

*Abraham Lincoln*

2005

Small Business Administration District  
Veteran Small Business  
Champion of the Year

2003

Florida Small Business  
Development Center Network  
Regional Volunteer of the Year

1999

Jacksonville Chamber of Commerce  
South Council  
Small Business Leader of the Year

## **SJK•PR** **STEPHEN J. KAUFMAN • PUBLIC RELATIONS**

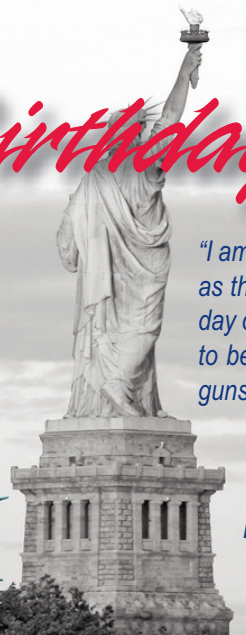
Riverside • 2150 Riverside Avenue • Suite 4 • Jacksonville, Florida 32204  
(904) 448-4492 • Fax 388-7100 • results@SJKPR.com

www • SJKPR • com

©2008



# Happy Birthday, America!



“I am apt to believe that it will be celebrated by succeeding generations as the great anniversary festival. It ought to be commemorated as the day of deliverance by solemn acts of devotion to God Almighty. It ought to be solemnized with pomp and parade, with shows, games, sports, guns, bells, bonfires, and illumination, from one end of this continent to the other, from this time forward forever more. You will think me transported with enthusiasm, but I am not. I am well aware of the toil and blood and treasure that it will cost us to maintain this Declaration and support and defend these States. Yet, through all the gloom, I can see the rays of ravishing light and glory. I can see that the end is more than worth all the means. And that posterity will triumph...”

John Adams, July 3, 1776



# The American Soul: Moving Forward, Making Choices

*Happy Birthday, America!* We hope our 23<sup>rd</sup> annual greeting finds you, as John Adams said, commemorating our “great anniversary festival,” because we **have much to celebrate and abundant blessings to thank God for**. Even in challenging political and economic times — in fact, especially in these times — we discover how truly **resourceful and resilient** our nation is.

**This stick-to-itiveness is part of the magic of America...**and our people who comprise The American Soul. It's a spirit our enemies *despise* and one they didn't understand almost seven years ago when they struck again. **Our world changed forever that day. Theirs didn't.** They've been at war with us since the Iranian Hostage Crisis. And the Marine barracks bombing in Beirut. And the first World Trade Center attack. And the ambush of the USS COLE (DDG 67).

**They've been at war with us for 29 years...**and we finally realized it seven years ago. Unfortunately it took the sacrifice of 3000 fellow Americans to get our attention. Despite the barbarians' wishes, **these American Souls did not die in vain** — instead they became the first (of many) heroes of this newest war for Liberty's survival.

Experts from around the world said **September 11<sup>th</sup> would be just the beginning**, the first of several **attacks to come**. More were, in fact, planned; all so far, **have been thwarted. In that measure alone, we're better off than we were seven — or 29 — years ago**; we're finally fighting...*for our birthright of Freedom*. Though we were late to the battlefield, our brave fellow countrymen and women fight valiantly, establishing beachheads around the world this very moment, in our generation's greatest struggle. (*And shhh...most the media don't want you to know: Freedom is prevailing...again!*)

The radical Islamic fascists who seek our death and total destruction are counting on their methodical, patient persistence to outlast ours. **Once again they underestimate The American Soul.**

And now that precious Soul is in the midst of its **great quadrennial introspection. What a grand exercise it is!** Regardless of the outcome, we must never lose sight of the No. 1 issue: security vs. our vulnerability. If we don't get it right, health care, tax cuts and climate change policy won't matter. Yet the misguided among us hold misgivings about us. They believe we're *more* vulnerable *because we fought back* — **“Don't you realize we're hated around the world?” they ask. Did they feel the “love” of the past 29 years?!**

They sadly **miss the lessons of our time...and an earlier time:** we're not hated around the world, *except by those who want to destroy us and our freedom*. We are hated...by Freedom's haters. And we welcome their disdain. For a proud, free people will never be brutalized into submission. Did the atrocities of the last century not teach us that **everyone isn't like us:** that those cowards who lead their followers to seek martyrdom as they kill us **can never be reasoned with?**

Our “low standing” in the world is held only by those who refused to take a stand against tyranny. America remains **the country the world comes to for hope and opportunity...**for a better life. Quite simply, hated countries don't suffer illegal immigration problems.

Have we made mistakes in the first seven years of Freedom's Fight? Of course, **but if the mistakes of the last World War for survival had been highlighted the way today's are, we'd all be speaking German...or not be here at all.** Don't ever tolerate the argument that errors we make defending Liberty eliminate our ability — our *responsibility* — of continuing that fight. **Hitler told the world many times what he wanted to do before he started**, yet somehow the world was unprepared. **The radical Islamic fascists tell us all the time what they seek.** We'll have no excuses; naïve, wishful thinking is a useless weapon. The votes are ours, but we wonder, what outcomes would our enemies prefer?

The good news is, **in 232 years**, The American Soul looks inside, makes a choice, and **usually gets it right.** It's why, despite our faults, we're history's shining beacon of both strength *and* compassion. A blessed light — and people — like no other...*ever*. And it's why, as **President Ford said**, **“...in America, the best has never been — it is always yet to be.”** The true magic of America: *ever forward!*

**May God continue to bless our country...may God continue to bless The American Soul.**

*Happy Independence Day!*

Polly, Steve & Lindsay Kaufman, with Ariel the Feline Princess and Minnie, the Magnificent Chi-Mutt

