



"Public sentiment is everything. With it, nothing can fail; without it, nothing can succeed."
Abraham Lincoln

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Happy Birthday America!



Commemorating the War of 1812 Bicentennial and First Lady Dolley Madison's rescue of the George Washington portrait before the White House burned.

"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: *TIRED? PERHAPS... TENACIOUS? ALWAYS!*



July 4, 2012

HAPPY BIRTHDAY, SHIPMATES! We trust John Adams was right and you're celebrating our collective birthday with appropriate "pomp and parade" as well as "solemn acts of devotion to God Almighty." The day demands no less, as we must never take for granted the blessing of America.

This 4th of July card is our 26th greeting, which started as somewhat hokey (alright...cringe-worthy corny) festive limericks of patriotism and fun. **But 10 years ago, the first Fourth after 9/11**, the times called for a more focused message. **We were under attack... and still are.** Don't let inadequate media coverage of this Long War convince you we're not still in a **dangerous fight for our ideals**...with sworn enemies of our very existence.

This war against the West is being waged by a **very patient enemy...with many heads and tentacles**, supported by several rogue states. Our enemies would like nothing more than to hear the Americans are tired, think they've won, and are going home. **Perfectly ripe for another surprise attack.** (Many of which have been planned...and some almost executed.)

And in some ways, we *are* tired. **Tired of fighting a war with questionable strategies, and tired of pushing through a constant barrage of bad economic tactics** and their effects. Simply stated, tired of the military and political stewardship that's gotten us to this point.

The good news is **the true warriors on both the economic and military fronts are as determined as ever.** As a small business owner and Navy Reservist, I get to work in—and be inspired by the true leaders of—both arenas. These leaders are in the battle every day, **fighting for the promise** that's always been America.

The men and women of this century's Greatest Generation, just children when we were attacked on 9/11, fully grasp what's at stake today in this fight for Liberty's survival. **Unlike last century's Greatest Generation, today's heroes battle through a steady drumbeat** of media doubt in America's greatness. They see through the haze of self-flagellation to a people and commitment like no other.

One "comic" recently suggested the term **American Exceptionalism** be dropped from our dialogue. I became angry—and then sad. How sad that he and his ilk hold such low regard for **the one country the world always turns to** when economic, natural or manmade disasters paralyze the others.

Thankfully, our Soldiers, Sailors, Marines, Airman, Coast Guardsmen and

Merchant Mariners **put his ignorance to shame.** Our young heroes know that **freedom, hope and opportunity** are birthrights—**birthrights**—worth fighting for. They treasure the legacy they've been bestowed in the most powerful, most compassionate, country ever... and know it must be defended.

They're not tired, they're tenacious. They're determined not to rest till our enemies fail miserably. Our Freedom Fighters inspire us all to do better and **we must ensure they gain the visionary political and military leadership worthy of their sacrifice.** We fail them when we settle for less.

Similarly, **America's commerce warriors continue to fight to win.** Recently, their battlefield has been peppered with a few victories and several defeats. But our businesspeople know **America spawned an entrepreneurial capitalism** that made us the world leader in change and innovation. **They understand change involves—actually requires—risk**...and the possibility to gain the rewards of taking those risks.

Yet our political and legal elites constantly strive to level the outcomes with **rules, requirements and uncertainty that literally strangle business' ability to take risks.** Thankfully, the American Entrepreneur *always* finds a way to win. He or she knows **the other American birthright: remake yourself into something better.** The New World...Go West...*start over.* The American Soul always digs deep to "git 'er done," and that tenacious tradition is alive and well among our business foot soldiers.

Let us celebrate and give thanks for our American Soul. Its resolve—in war, in commerce, in *life*—will always prevail. A spirit that resonates in the words of President Ford: "**...in America, the best has never been—it is always yet to be.**" *Tenacity triumphs!*



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

**HAPPY
INDEPENDENCE
DAY!**

Polly, Lindsay & Steve Kaufman
with Minnie the Magnificent Chi-Mutt