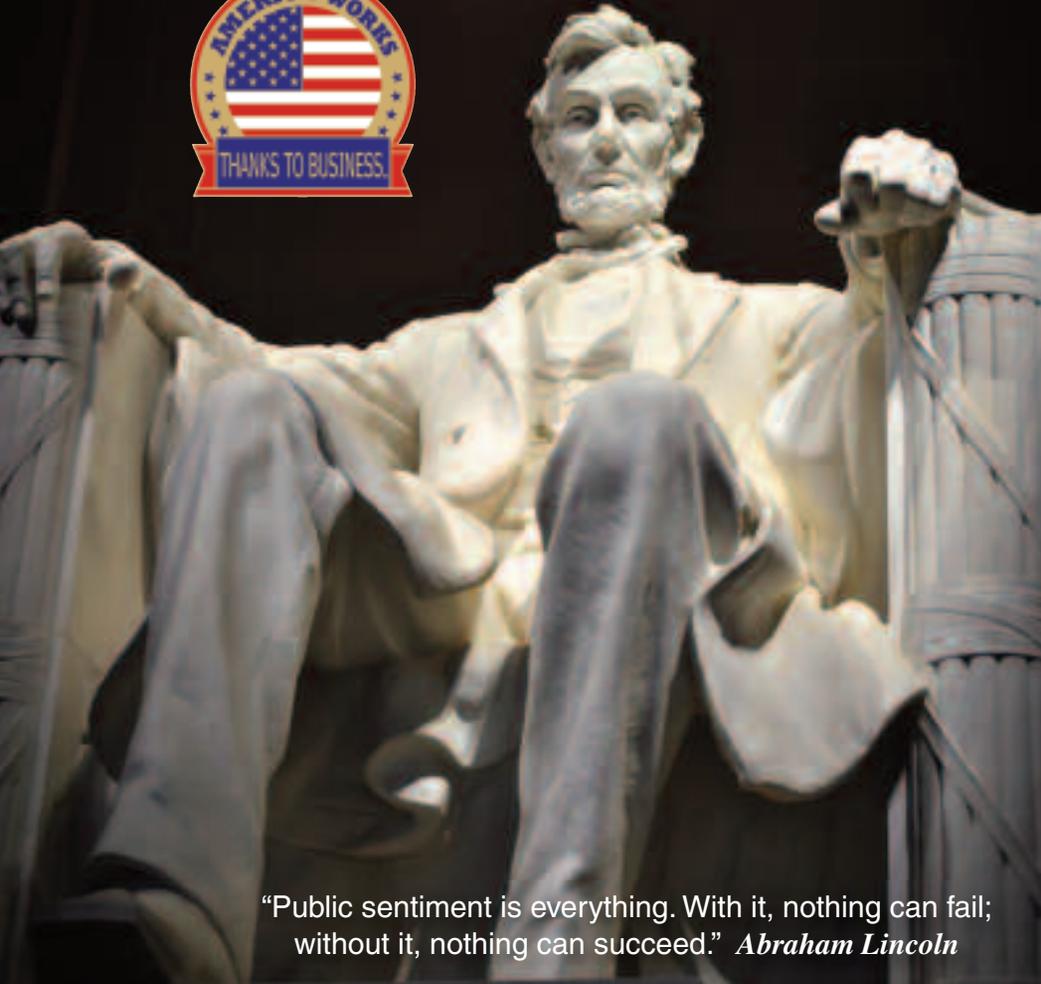


Stand Up for Freedom & American Business!

Get your "America Works" lapel pin at
SJKPR.com/AmericaWorks

(Each \$5 purchase includes a donation to the USO.)



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

STEPHEN J. KAUFMAN • PUBLIC RELATIONS

JACKSONVILLE • TAMPA • ATLANTA

2150 Riverside Avenue, Suite 4 • Jacksonville, Florida 32204 USA

(904) 388-7447 • results@SJKPR.com

www.SJKPR.com

©2013

REPUTATION • RELATIONSHIPS • REFERRALS • RESULTSSM

**Corporate Branding • Strategic Communications • Special Events • Advertising
Media Relations • Video • Websites, SEO & Social Media • Brochures & Newsletters**

**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...Searching

Happy Birthday, Shipmates!

For 27 years we've sent these greetings: first as festive, fun reminders of our great blessing to be Americans...and after 9/11, as a more **solemn salute to The American Soul and the sacrifices made** to preserve our sacred heritage of **Liberty**.

But this year our **Season of Freedom**—from Memorial Day through Flag Day and culminating in Independence Day—**sadly, feels different. Radical Islam continues its Long War** against American ideals and human dignity. It started with the Iranian Hostage Crisis in 1979 and was brought to our shores horrifically on 9/11. Now, **unbelievably, some in our government say this war is done.**

Should we tell **the people of Boston...or the family of the savagely-attacked soldier in London...or our fellow Americans serving in harm's way** as you read this the war is over? If we declare an end to battle while the barbarians continue their attack, will we really enjoy our long-sought peace...or are we admitting defeat? **237 years of courage tell us to stay the course and remain relentless**—yet some internal voices seek solace in surrender.

Recent history should be our guide: **the Cold War lasted more than 40 years, and only when we finally mustered the resolve to call Evil by its name** did we expose the vapid emptiness of the totalitarian regimes we defeated. If 40 years of determination teach us nothing else, they clearly proclaim, "**Freedom wins!**"—every time.

We recently lost one of the great warriors of that period, **Lady Margaret Thatcher, but we can't lose the lessons she taught.** As President Obama said, Lady Thatcher "knew that with strength and resolve we could win the Cold War and extend **Freedom's** promise." So, too, we must defeat the terrorists who seek our destruction. In her immortal words, **now's no time "to go wobbly."**

But Freedom's promise is also being attacked internally as our government's revenue collection arm is flexed for political retribution while reporters from CBS and FOX are targeted in the name of security for doing their jobs. **If a cold chill doesn't shock our American Soul into action now, we don't deserve the benefits of the blessings we've been bestowed.**

Thankfully, real discourse has begun with **members of both political parties expressing outrage**, and many of these issues garner both pro and con supporters from both sides of the political spectrum. **The soul-searching is healthy and needed, not as Democrats or Republicans—as Americans.**

Now we must use this Independence Day as our impetus to join the debate—tear away from the computer, smart phone, tablet and earbuds and actually engage with our fellow countrymen. Our forefathers fought and died to remove an overbearing, controlling government from our lives. Technology today makes **the consequences of that control almost unimaginable.**

For our part, we'll never stop reminding people that **real Evil exists** to destroy our way of life and, regardless of how long this war takes, **we must never surrender.**

We'll also be fighting for our free enterprise system—another touchstone of American Exceptionalism that's been under constant, corrosive attack. **As President Eisenhower said, "...without free enterprise there can be no democracy."**

Yet American business continues to be shackled by the uncertainty and costs of non-stop regulation. **America works**—from the opportunity it provides, to the hope it fosters, to the innovations it creates, to the **Freedom** it inspires around the world—**thanks to American business.**

But **many of our leaders hold nothing but disdain for the free market, our American Soul's engine of democracy**...even after 237 years. The soul-searching on this issue should've ended years ago and it's time to say so.

Join us in making this 4th of July different: **enter the debate and take a stand.** Our birthright of **Liberty** is under siege on many fronts, and **those who sacrificed before us left us the responsibility to defend The American Soul.**

Fighting for Freedom—America's calling since 1776—full speed ahead!

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

Happy Independence Day!

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

