

# The American Soul: Celebrating Our Birthright of Second Chances

## Happy Independence Week!

Welcome to our 4th of July card, 31 years and counting...

Originally a (rather lame) limerick, **we turned more serious after 9/11**. The almost two decades since gave The American Soul some of its toughest foreign and domestic challenges in recent memory.

Thankfully, **the Greatest Generation of this century continues to put Radical Islam on the run** and perhaps we can start this millennium anew.

As American author and poet Anthony Walton says, **"America's greatest strength...is our belief in second chances**, our belief that we can always start over, that **things can be made better."**

In fact, **second chances have been part of our DNA since our birth**. How many of our forefathers came to these shores to start over? Aren't **rebirth and renewal** integral components of our national character?

Unfortunately the world keeps a short memory. So The American Soul must continually remind mankind that while **we weren't always right in our 242 years**, *America achieved something never seen in human history*: becoming the **strongest and simultaneously most compassionate** nation the world has ever known.

After almost a **decade of running from this truly exceptional heritage**, we're once again reasserting our leadership in the world.

**Sadly, some among us still don't get it**. Recently, the Washington bureau chief for *The Economist* visited Jacksonville and quoted early 19th century French diplomat Alexis de Tocqueville, **"The greatness in America lies...in her ability to repair her faults,"** to assure his audience not to despair: America's renewed economic strength and global leadership are new "faults" soon to be "repaired."

**Wrong!** We're "repairing," actually *rejecting* the dangerous—and sometimes illegal—**follies of bowing to the gods of massive government intrusion, economic "secular stagnation," and American self-flagellation**. American business in particular now gets *its* second chance, finally, to leave the Great Recession behind, and **we're seeing once again, America works...thanks to business**.

Our American Soul simply can't be held down. **We may get discouraged, stymied and frustrated, but our need to lead perseveres**. As the saying goes, "You can't win 'em all," but **Americans simply can't play not to win**—we'll always find a way to take one more swing...*one more chance*.

If we're lucky, we infuse **this uniquely resilient American spirit into our personal ethos**. Yet too many of us take our birthright of starting over for granted. *I did*. I don't anymore.



With the help of **incredibly supportive friends**, some loving family members, a doctor or two, and **an Angel sent to be my business and life partner**, I was **fortified** to experience and withstand, just in these past two years, a host of life-changing business, family and personal challenges.

A **whipsaw combination of shock, disappointment, pain, needed closure...and finally, hope**. A perfect set-up to experience personally our American legacy of second chances. **Starting over is scary and exciting, invigorating and exhausting**. A leap into the unknown...but certainly not unique to me. *Wasn't that exactly what our Founders did in 1776?*

**We now carry their legacy of hope and high ideals, persistence and patriotism...but what will we do with it?** Let's resolve to own it. Defend it. Pass it on. Together, we'll ensure it remains *our living legacy to the future*, enabling our American Soul to thrive...seizing *every* second chance to remake and move forward.

As President Trump said in his inaugural, "We, the citizens of America, are now joined in a great national effort to rebuild our country and to restore its promise for all of our people...**We will face challenges. We will confront hardships. But we will get the job done...We must think big and dream even bigger...** [and] do not let anyone tell you it cannot be done. No challenge can match the **heart and fight and spirit of America.**"

May God continue to bless America; may God continue to bless The American Soul.

## Happy 4th!

Steve with the **SJK•PR Leadership Team**  
Daryl, Jackie & Lisa

[www.BolsterYourBrand.com](http://www.BolsterYourBrand.com)



REPUTATION • RELATIONSHIPS • REFERRALS • RESULTS™



The SJK•PR Leadership Team:  
back row: Lisa & Steve, with Daryl & Jackie



Jacksonville • Gainesville

results@SJKPR.com

(904) 388-7447

**STEPHEN J. KAUFMAN • PUBLIC RELATIONS**

2150 Riverside Avenue, Suite 4  
Jacksonville, Florida 32204 USA

First Class Presort  
US Postage  
PAID  
Permit #440  
Jacksonville, FL