

THE JOB CREATOR'S CREED

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I am Proud to be an American Job Creator. I am blessed to live in a country that allows me to pursue my business goals which benefit me, my community, and my country.

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As a Job Creator, I operate a business in a competitive, demanding environment that requires my constant effort and a commitment to excellence to survive and succeed. Customers are why I exist, and they demand the highest value I can deliver.

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As a Job Creator, my family, employees, and community depend on that survival and success. In the case of public companies, we are over 80% owned by the American public and my neighbors. They look to me to generate a return on their investment.

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As a Job Creator, I must deliver value to my customers and generate a profit while doing so. Profit allows a return on the capital risked. It is my moral responsibility to control costs and maximize revenue to make a profit.

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As a Job Creator, the profits I generate allow me to grow my business, hire employees, pay competitive salaries, and continue to contribute to my community. I must constantly balance my costs against the prices I must charge my customers in order to make a profit.

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As a Job Creator, I acknowledge that taxes are essential for a viable, effective government. Taxes are intended to pay for our national defense, build the infrastructure that makes my business possible, and provide for the care of those unable to care for themselves.

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As a Job Creator, I pay many taxes. My company pays and enables others to pay property taxes, sales tax, income tax, and franchise tax. Through salaries paid and goods purchased, my company, employees and vendors also pay taxes. These taxes affect the prices I must charge.

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As a Job Creator, I realize that some judge me and my business only by the amount of taxes paid on our profits. My company should be evaluated by the total ongoing economic impact on my employees, my community and my country.

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As a Job Creator, I am proud of the contribution made to our great country by Job Creators working with their employees and team members starting, building, and growing successful, profitable businesses that meet customer needs.

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As a Job Creator, I believe that the process of job creation – building and growing profitable companies – has been and is the foundation for our country's continued stability, prosperity, and progress.

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