

The
PATRIOT
MISSION
Story



The PATRIOT MISSION Story

REVIEWS & PERSPECTIVES

“I am really stoked about *The PATRIOT MISSION Story*; it is a great, heartfelt book and a vitally important project for Patriotic Americans to tackle, RIGHT NOW! Personally, I will do whatever I can do to help The PATRIOT MISSION succeed in a big way.

The PATRIOT MISSION is such an incredible approach to what this dying nation needs right now to help solve the enormous problems we face as a free people, it gives us something meaningful to do to solve the seemingly insurmountable problems that America and Americans face today! It seems like everybody can and does write about the problems we face today, but only a few have come even close to spelling out the solutions like Steve does!

Rebuilding America is an enormous undertaking, but Steve has it so well thought out that it is easy to see. Steve has done a masterful job mapping out this huge problem and its simple piece by piece solution, that every American can play a part in saving this once, and soon to be, again, exceptional country of ours! God bless America, and God bless you, Steve Olds, for *The PATRIOT MISSION Story*!”

—GERRICK BUSL

Port St. Lucie, Florida



“I have read *The PATRIOT MISSION Story* and endorse it 130%. I have spent 20 years in a \$400 million sales steel company, 19 years as an entrepreneur with 5 companies, and 11 years as a fighter pilot in the United States Military...the greatest military force in the world.

I was honored to be able to read this fantastic piece of Patriotism and support the concept to “Get the USA back to the people who believe in small business and the power of God.”

—**DICK CANTNER, Lt. Colonel, USAR**
Vero Beach, Florida



“If you love America and believe in the liberty and Freedoms that our Constitution provides for us, then you need to read *The PATRIOT MISSION Story*.

If you consider yourself a true patriot or if you feel a strong entrepreneurial spirit, then you need to read *The PATRIOT MISSION Story*.

I have known Steve Olds since 1997, and I know the love he has for our country. Out of that love he has developed a passion for saving and rebuilding America through the POWER of Small Business. In this book, Steve has mapped out strategies for “We the People” to ultimately choose one of two options:

1. America Destroyed

1. America Rebuilt

Considering the current path our country is on, each of us needs to choose.”

—**JERRY CARLSEN, Voice & Data Cabling Contractor for 26 Years,**
Vero Beach, Florida



“Steve Olds has done it again! Timely information, timely call to action, and finally the time has come to remember the dream of creating and living in a value driven country. Great job and I’m proud to support the vision, mission, and purpose of *The PATRIOT MISSION Story*.”

—**MARK EHRLICH**, Business Coach;
Speaker and Author
California



“*The PATRIOT MISSION Story* is a wake-up call every small business owner and entrepreneur should hear. It outlines how and why our country is on a slippery slope between big government and free enterprise. He points out that as Americans blindly accept more government and regulations, we are abdicating our responsibilities as citizens. In doing so, we’re stifling the very entrepreneurial spirit on which this country was founded.

Fortunately this book isn’t just another “the sky is falling” read that leaves you hanging for a solution. Steve Olds not only describes a solution, he also delivers it in detail. He presents a clear and practical blueprint for rebuilding America through small business.

Don’t sit passively on the fence waiting for someone else to do the heavy lifting. Read the book, get engaged, and help make a difference that can last for generations.”

—**PHIL FARIS**, Business Development Consultant; Coach;
Speaker and Author
Illinois
<http://www.philfarisassociates.com>



“Steve Olds has done a great service to America by writing *The PATRIOT MISSION Story*. It inspires courage and action. There is hope for our country with the plan he has laid out. The application of his experiences as a fighter pilot to the threats America faces today is brilliant. There are serious problems facing the United States, but Steve Olds provides tremendous answers. Every American needs to read this book!”

—**WILLIAM J. FEDERER**, Author

St. Louis, Missouri

<http://www.AmericanMinute.com>



“In a time when busy people are consumed by their immediate surroundings, a man with a vision for America, as it was designed by our forefathers, emerges to bring us back to America’s foundation.

Steve Olds is a relentless believer and a visionary, a man who cares so deeply about all of us and about our nation, that he would embark on a project of a magnitude so grand and so ambitious that it could be the pivotal turning point in America’s direction toward triumphant victory and freedom, or the ultimate failure. What a privilege and responsibility we all have to stand along with Steve, and with God, to empower the next generations of this nation to turn the tide of hope toward free enterprise and a hope for a better future for all of us.”

—**KELLY FISCHER**, Top Producing Realtor®, Broker Associate

Vero Beach, Florida

<http://www.KellySoldMyHome.com>



“Steve Olds and PATRIOT MISSION understand that free people affecting private business endeavors are the most prolific mechanism of human productivity known to mankind; and that the Genesis and core sustainability of America’s unequalled economic strength in the world is her commitment to private property rights and her market driven, free enterprise system. The leaders at PATRIOT MISSION also understand that these dynamics are among the most powerful forces on Earth to promote and protect all aspects of human freedom. Their stated goal of “Rebuilding America through the Power of Small Business” is one that all Americans should fully embrace.

I had the privilege to meet with PATRIOT MISSION’s management team for several hours to learn about their grass-roots capitalism model: The MADE IN THE USA Project. The strategy Steve and Co-Founder Greg Land have designed is unique because it focuses at the county level and engages the community to promote entrepreneurship in a new generation. Their commitment to unleash the free enterprise spirit in every county, city, and parish in our Nation before 2020 is aggressive and timely. I support their efforts in Maricopa County, the State of Arizona and, ultimately, across America.”

—**TRENT FRANKS**, United States Congressman,
Representing the 8th District of Arizona
<http://www.TrentFranks.com>



“The PATRIOT MISSION Story serves as an anthem to the next generation of voters and reminds everyone about the power of the entrepreneurial spirit. Never before has there been such a timely manuscript laying out a solid plan to restore America back to its greatness. This is a must read book.”

—**CHARLES A. JENSEN**, President, Politics on the Rocks

Scottsdale, Arizona

<http://www.politicsontherocks.com>



“The PATRIOT MISSION. That just sounds good, doesn’t it? Every patriot should have a mission, and in fact we all do. That mission is to declare, defend, and deploy the greatness of this nation we call the United States of America. United States. That’s another good sound, isn’t it? To be united in something that is good is such a privilege, an honor. Every man, woman, and child in this nation has that honor, that privilege. The question we must all answer is—what are we doing with it? Are we taking that responsibility in our hands and hearts and doing our part to perpetuate it? Or are we sitting idly by as those who wish to do us harm walk through our front door to have their way?

I’ve had the blessing of knowing and working alongside of Steve Olds for a couple of decades now, and there is no one more determined to fulfill the privilege of being a patriot than this

man. He has put his life on the line in his military service. He has put his fortune on the line in the business sector. He has put his sacred honor on the line by taking a public stand against the tyranny in many sectors of our nation that seek to do us harm. That is the kind of patriot I'm honored and proud to call my friend.

Read *The PATRIOT MISSION Story* with an open mind and heart. Let it ask you the tough questions about where you stand and if you will just watch or wade into the fray. Be bold, like Steve and so many other small businessmen and women in the country who will not bow to bad times, bad governing, bad media, or bad ideas. This is your blueprint. The heavy lifting has been done. Let's pull together to put America back in her place as the most prosperous, giving, inspiring nation on the planet.

- **I'm proud to be an American.**
- **I'm proud to know and call Steve Olds my friend.**
- **And I'm proud to stand with and work to fulfill the PATRIOT MISSION."**

—**DR. WILLIAM D. GREENMAN**, President, Purpose International, USA
President, Purpose International Ministries, Kenya, Africa;
President, Lord & Demerest, Inc, Marketing Management Services
—a small business
Franklin, Tennessee
<http://www.MasterKeysofLife.com>



“I love these United States of America.

Since their inception, the USA has shown the rest of the world what allowing freedom to the individual can do for productivity, advancement, and goodwill in all areas of human endeavor.

Throughout the history of the USA there have always been a group of unsung heroes who exemplify the spirit of freedom that God blessed upon these United States—and those heroes are the entrepreneurs and small business owners who risk their time, money, and energy to build their businesses to be of service to others; dreaming of the day when they may harvest the fruits of their labor and know they have served their fellow citizens honorably, honestly, and profitably by providing goods, services, employment, and responsibly providing for their own families as well.

Quite frankly, this unique idea of the freedom of a self-governed individual has forever been a threat to those who want to be rulers rather than protectors of individual freedoms and responsibilities. And those self-serving “elites” work tirelessly to wear down the resolve of the free individual who gets up every day and makes a statement for personal freedom by continuously working to improve their life, their family’s life, and the lives of those in their towns and cities all over the country and throughout the world.

When I first heard about The PATRIOT MISSION led by Steve Olds, I immediately let Steve know that I wanted to help in any way possible to get the word out, and be involved in helping We The People regain our individual God-given rights of life, liberty, and the pursuit of happiness that our great U.S. Constitution was designed to protect.

It is We The People who ultimately must protect and defend the U.S. Constitution from all enemies; this cannot be delegated. It must be done by each individual, their family, their community, and their state—upward from the grassroots and combining all who treasure individual freedoms into a nation-wide movement.

All across America people want leadership, real leadership. Leaders that will step up and shine the light on the pathway back to the true track of what has and will continue to make the USA the shining light of freedom in the world. Entrepreneurs and small business owners have the ability to do this. We can and must lead the way to reform our country back to its principled roots of freedom and justice for all.

I encourage you to read *The PATRIOT MISSION Story* to learn how we can take action together. Individual freedom is much too precious to lose; your children and your generations to come are depending on you and me.

A few years ago a friend of mine said something to me that I now paraphrase to you:

If you're going to take a stand later, you might as well take a stand now.

I hope you'll decide now to stand with me, Steve Olds, The PATRIOT MISSION, and all the other heroes I know and cherish as entrepreneurs and small business owners across this great land that God has blessed so much.”

—MARK HENDRICKS

Trilby, Florida

<http://www.TheMarkHendricks.com>



“Steve Olds has put to paper what most have us have been feeling but have been unable to explain. Our country has forgotten its past, but more importantly, has stopped teaching the current generation about the major sacrifices made by our founders to create the only form of “Judeo-Christian” self-government in the history of mankind.

One of these founders, Patrick Henry, said it best: “It cannot be emphasized too strongly or too often that this great nation was founded, not by religionists, but by Christians, not on religions, but on the gospel of Jesus Christ!” Through the PATRIOT MISSION, Steve recaptures that same vision for America but more importantly has created a simple plan for every one of us to rebuild it person-by-person, family by family, business-by-business, in a ground-swell from the bottom up.

I am in total support of this plan and praying that other Americans, including those in government now, to be revived by this call to remember our source of life. ‘Know that the Lord, He is God, it is He who has made us and it was not we ourselves’—Psalm 100:3”

—**RICH HENNESSEY**, Entrepreneur, New Ventures Advisor; and Christian
Vero Beach, Florida
<http://www.RichHennessey.com>



“The PATRIOT MISSION Story—defining today in America; looking to the future of America; a pleasant walk down the road of some memorable moments in American History; and a reminder about some folks who were willing to make a difference. Now to the question, what can each of us do that will make the future better for our children, our grandchildren, and the generations to come? Read this book.

I have known Steve and his family for 20 years. Steve and Nancy are proud to be Americans and have shared their patriotism with their family, friends, and community. The old saying ‘The hand(s) that rocks the cradle rules the world’ is verifiable. Steve’s background has certainly led him to write *The PATRIOT MISSION Story*.

Read this book. Make decisions that will be honorable and that will make you proud of the person you see in the mirror.”

—**FAYE HYATT, Mother; Grandmother; Mentor**
Lake Wales, Florida



“Steve Olds is a man who loves America. He is a true Patriot and entrepreneur. Over the past 10 years, I have had the great opportunity and privilege of associating and working with Steve on various business projects and know that he is a man good character and integrity. He has served valiantly in the military to help defend America.

In his book, *The PATRIOT MISSION Story*, Steve reveals a roadmap and strategy for rebuilding America by developing business, entrepreneurship, and leadership. This is more than a book. It is a mission to unite America and create true freedom. I hope you will take Steve’s message to heart.”

—**AL JOHNSON, Customer Attraction Marketing Consultant**
Mesquite, Texas
<http://www.customerattractionmarketing.blogspot.com>



“It is an honor and privilege to know Steve Olds, a fellow brother in Christ, and a true example of American grit, fortitude, and strength. This book further personifies his patriotism, love of county, and long lineage of the family faith from which he hails.

When I offered to review *The PATRIOT MISSION Story*, I was overwhelmed with the fine detail, the examples of true American heritage and perfect layman’s terms describing the blueprint of recovery through entrepreneurial ownership and the foundation of PATRIOT MISSION.

When one is reminded of the many stories of our Founding Fathers of this great nation, a majority of whom preachers who gave of their entire life savings, only to die penniless for their noble and righteous cause, one must always remember their unwavering faith in the Providence of almighty God. It is a reminder of the fresh fire this great nation once again needs to take heed to continue to remain the greatest nation on Earth.

The quote a passage in *The PATRIOT MISSION Story*: “As for me and my family, we will serve the Lord and fight for Freedom in America.”

May God corporately bless you Steve, your personal and PATRIOT MISSION family ... and may God Bless the United States of America!!!”

—KURT JORDAN, SemperVigilo Group, Inc., Chief Investigator;
Fellow Patriot, Christian
Vero Beach, Florida
<http://www.svgllc.org>



“All my life I admired America from afar. I first visited the USA in the early nineties, and loved it. It was not long after that, that I was able to convince my new bride that America was the place for us to seek out our place in the sunshine and do something new and ‘out of the box’.

We immigrated (legally) over here in the mid 1990s in search of the American Dream (right in the middle of the Clinton-Lewinsky Saga).

After living in Africa all my life and travelling in Europe, I often wondered how this enormous country of over 300 million people could live at peace with each other under one central government. Amazing when you consider how relatively small but fragmented Europe is, or that South Africa (which is about the size of Texas), my birth country, prides itself on having 11 official national languages.

I quickly realized that there is something very special about America, the people, the system, the ideals and Constitution under which she was founded.

The idea that you can go out and start a business, or be anyone or anything you want while in search of your personal ‘life, liberty and happiness’ appealed to me and my love of small business and consulting to small business owners.

Over the years I have become increasingly concerned and disappointed that ‘Real’ Americans take what the founders set up, and what this great country offers everyone for granted, and moan and groan their way through life. An entitlement mentality and laziness was creeping in. This is becoming epidemic with the entitlement attitude and way of life being actively promoted by our current out of control government. As citizens we have dropped our guard and allowed government to grow and take over all facets of American life.

The 'Regulation Nation' is strangling small business everywhere, and unless you play ball in the 'crony capitalist' games, your chances of making it big in business are increasingly slim. Especially if the feds in the alphabet soup of big government agencies train their sights on you (IRS, DEP, OSHA, EPA).

America was founded by dreamers, thinkers, regular people, farmers, and small business people. Not one of them was a professional politician. Contrast that with today where America is 'ruled' by an 'elite' cadre of professional politicians, some of whom have never held a real job. They will do, or say anything, to stay in power while furthering their aims of total control.

Having grown up in Africa I have fought and seen firsthand the evils of socialism. How socialism has destroyed people and nations, and turned a wonderful continent which could have been the bread basket of the world into a 'basket case'.

Today I look out on an America that I do not recognize. This is not the America that I uprooted my family and moved 8500 miles across the world to create a better life for ourselves, our children, and others.

What I see now is an out of control big government, a nation intentionally divided across racial, gender, and economic lines.

A nation where the government picks winners and losers, and pits one group against another.

A nation where the government is intent on building the numbers of people reliant on government for everything, while stealing or redistributing the wealth of those still employed or in business to pay for these programs.

A nation on the decline—morally, spiritually, economically, and politically.

As Americans we need to wake up and act before it is too late. It is not hopeless but we need to act now.

I proudly stand with Steve Olds and other patriots like him to stop the tide and hopefully turn this once great country

around. Steve has laid out a practical and very detailed game plan. ‘Think Global—Act Local.’

By starting locally in our communities with local business and growing that movement nationally, we can impact, energize, and ‘Rebuild America through the Power of Small Business’.

I am proud to say Steve is a patriot, my friend and business partner, who has ‘put his life, his future, his fortune, and his sacred honor’ on the line for America.

Read *The PATRIOT MISSION Story*, be encouraged, get involved, join the movement, and ‘make a difference.’”

—**GREG LAND**, Marketing and Business Consultant;
Entrepreneur; Patriot; Christian family man
Vero Beach, Florida



“I’ve been searching for an outlet to answer an important personal question. How could I make a difference in America? I so long to help my beloved country find its way back to sanity. Now I’ve found it, it’s in *The PATRIOT MISSION Story*! This book invited me into the great adventure of saving America and I’m all in.

Yes, I already have a life and a business to run, but where will I be without the America I grew up in. You owe it to yourself and your generations to find where you fit in and play your part in saving America. There’s no time to waste, everyone is welcome, but we’re not waiting for anyone. So saddle up and read this book tonight!”

—**ALAN E MEYERS**, CEO Michigan Marriage Tools
Cadillac, Michigan
<http://www.LifeGivingMarriage.com>



“Steve is a visionary for the times. Much like President Kennedy’s charge to send man to the moon, or Martin Luther King, Jr.’s challenge for society to provide equal opportunity for all people, regardless of their color, through the PATRIOT MISSION, Steve is calling Americans to reverse our current direction by starting an Entrepreneurial Revolution that will create the spark that lights the candle to guide the steps of the current generation of Americans back to the path of success: spiritually, economically, and politically. The map has been drawn and the course set for America to re-establish itself as the greatest nation in the world. Now it’s up to each one of us individually to take positive action that will make a difference.”

—DREW MILES, CEO Pathfinder Business Strategies

Sebastian, Florida

<http://www.PFBS.com>



“When author Steve Olds took his Commissioning Oath as an officer and F-15 fighter pilot, he vowed to ‘Support and defend the Constitution of the United States against all enemies, foreign or domestic...’ With his combat missions over enemy airspace in Iraq complete, Olds trained his sights on the domestic front, exchanging missiles for a manuscript; a flight suit for a business suit.

In his inaugural book *The PATRIOT MISSION Story*, Olds continues his fight to protect American interests (this time from within), penning what may well become the catalyst, organizational playbook, and foundational steppingstone for galvanizing the efforts of millions of individuals, entrepreneurs, and small business owners—providing the creative spark for a national grassroots movement to rally around the beliefs and values that made this country great and worth fighting for.

In this impassioned and soaring treatise, Olds skillfully articulates two very different paths forward (and their dramatically different outcomes), before exhorting his readers to join him in recapturing nothing less than the historical sweep and national scale of America's legacy greatness. With a flair for the dramatic, the author deftly combines personal stories with political currency; seamlessly transitioning from strategic and visionary to practical and tactical and with a closing Call to Action and Call to Arms that will make you stand up and salute."

—**DOUGLAS O'BRYON**, CEO, Briardliff Capital
Strongsville, Ohio
<http://www.dougobryon.com>



"I first met Steve Olds in 1988 when he was assigned to the 27th Tactical Fighter Squadron as a young F-15 fighter pilot. Steve excelled in everything he did and refused to be second best in anything. Flying fighters requires commitment and passion—a commitment to excellence and a passion for defending the greatest nation in the world—the United States of America.

Steve carried that commitment and passion to the Gulf War where he and his squadron were one of the first to deploy to Saudi Arabia. America and the rest of the world watched in awe as the greatest display of airpower ever witnessed was demonstrated for all to see.

Steve has been talking to me for over five years about his concern for America and the need to rebuild this country using the same principles and ethics that our founding fathers envisioned. He realizes that the future of this country rests in the hands of small businesses and entrepreneurs—people willing to risk it all to secure the promises of liberty and free enterprise. He also

realizes he can't do this alone—it requires the commitment and passion of every entrepreneur out there, which is why he formed the PATRIOT MISSION.

Read the story of the PATRIOT MISSION. It outlines the principles and strategies required to reclaim the greatness that was once ours. There are no magic wands—only dedication and hard work can guarantee our children and grandchildren a future as bright as the one America's Greatest Generation gave to us. Steve Olds is a member of America's NEXT Greatest Generation—he has risked it all for this nation in wartime and is now on a mission to preserve the America we all know is possible for future generations.”

—ROY “BUBBA” PARKER, Colonel, United States Air Force (Retired)
Mansfield, Texas



“I am mightily impressed by the clear thinking and writing that you have put together to describe what your PATRIOT MISSION is and a “how to” series of steps taken to complete that mission by using the innate power of small businesses and their owners to rebuild our now failing economy and our way of life. I am equally impressed by your capacity to get to know and then collaborate with a person like Mr. Michael Gerber—and his famous success in the E-Myth evolution.

My confidence in you means a strong chance of making PATRIOT MISSION a success. For I have known you and your broad gauged family—directly—over a 30 year span of time. It began well before your mastery of supersonic aircraft in combat, to your dad, whose career in the FBI overlapped my own with the CIA, and our cooperation at street levels to bring down an alleged ‘unbeatable enemy’ like the Soviet Union.

My evidence that you will succeed is based upon a simple sentence that men and women of your character exemplify. A memorial U.S. Marine Corps coin that I try to live by suits you as well; the opposite side of the imprinted Globe and Laurel of the USMC has the inscription: ‘Surrender is NOT an Option.’ Good luck and Godspeed to you and your organization.”

—**JOHN “JACK” PLATT**, Raised as an Army Brat;
US Marine Corps Recon Battalion Officer; CIA field operator;
Retired this year from a small business



“As a dad who indicated Father’s Occupation as Entrepreneur on his youngest daughter’s Birth Certificate some 41+ years ago, I believe the concept of PATRIOT MISSION is a must for America’s future. Steve’s thought-provoking, poignant, and focused approach to rebuilding America is very motivational.

When I first started reading the manuscript, I kept saying to myself, “Yeah, that’s right, but that’s nothing new to me...I’ve lived it for 40+ years. Then I realized it was the lead-up, the challenge for those who have never been on their own, never started a business. Without the ideas put forth and the PATRIOT MISSION being effectuated, I truly believe this nation is doomed to overall government control. I hope it is not too late.

PATRIOT MISSION’s challenge is not to let the noise of others opinions drown out your own inner voice!”

—**CHARLES VARS**, President, Vars Associates, Inc. (38 yrs)
Amherst, New Hampshire



“As a 30 year retired Air Force Colonel and a 20 year entrepreneur, Steve’s book really hit home with me. I too feel that the American way of life has changed dramatically over the last decades and America needs a real awakening regarding our future. I have watched the industrial might of this great nation disappear overseas and the wage earner become unemployed with little to no hope of ever engaging in their chosen industry again. It is only through the power of small businesses that America can have a resurgence to once again become the nation it once was when I was growing up.

The concept of the entrepreneur starting and growing a small business has always led the way to a better economy. How many people like Steve Jobs, Michael Dell, and Bill Gates are on the verge of creating a business but need assistance in today’s regulation crazy government? It is our job to help them navigate the bureaucracy and provide the encouragement they need to succeed. Steve has created the method and it remains for us to execute the plan. Great job and I look forward to working with you!”

—**MARTIN J ZICKERT, Colonel, United States Air Force (Retired);**
America’s Real Life Planners, LLC;
President, Veterans Council of Indian River County, Florida;
President, Vietnam Veterans of America Chapter 1038



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Story



The PATRIOT MISSION Story

A **BOLD** Blueprint to Rebuild America
through the Power of Small Business™

STEVE OLDS

Patriot Mission Press
Vero Beach, FL

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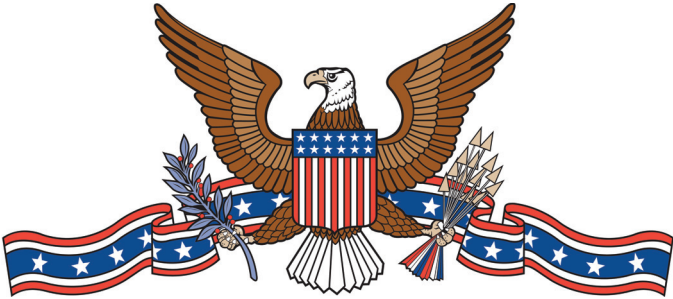
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claim your personal blueprint!



To Nancy

My Love. My Life.





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ACKNOWLEDGMENTS

Over the last several years, I've had the opportunity to reflect on the incredible odyssey my entrepreneurial experience has taken over two decades. Candidly, I could write an entire book on how different people have helped me along the way.

For the moment, I'll simply share a couple of lines about a team of people who have played a direct role in my life, in many different ways, which helped me develop PATRIOT MISSION and this story. I apologize in advance to anyone I neglect to mention and humbly request your forgiveness. The acknowledgments are listed generally in the order of appearance in my life's storyline.

—**God:** I still find it hard to fathom the creator of the universe can love me for who I am when I do not deserve it. Thank you for loving me, saving me through your son Jesus' blood and giving me this inspirational vision to reclaim this wonderful land of America for you and your kids.

—**Mom & Dad:** My original cheerleaders, mentors, and unending supporters. Thanks, Mom, for the cheers and shooting stars from heaven since you went home to be with the Lord in 1989. Dad, your leadership, love, and friendship have sustained me. It's time for an executive meeting.

—**Cathy, Jenny & Betsy:** The three best little sisters a guy could ask for. You've always encouraged me, challenged me, and stood by me, even when I didn't deserve it.

—**Nancy, Savannah & Sarah:** I thought flying in combat was the most challenging career I could imagine. I've come to appreciate that being married to, or the child of, an entrepreneur is exponentially more difficult. Thank you for putting up with my dreams and standing with me. I love you more than words can express.

—**Sybil:** Mothers-in-law get a bad rap. You were amazing. I know you are dancing with Jesus!

—**Toni:** Thanks for loving my dad, playing a key role in our family, and always encouraging me.

—**Billy, Curt & Jason:** In different ways, as you three brothers have joined the family, you supported me in ways you will never know. Strength, courage, and commitment.

—**Don:** From ERHS to Det 330 to an awesome godfather, supporter, and friend. Thank you.

—**Dan:** Started at Princeton Ave, Friendly's with Doc, Santa Rosa and Dallas with MEG, and on to Annapolis with Cygnus. Steadfast and True.

—**Dr. Point:** From a wingman at MHG, CCI, Slood's & Sam's gigs and on to the big time. I'm proud of you. Thanks for the wisdom on the PM Board.

—**Doc:** My brother, I know you are watching on the big screen, but your coaching never stops.

—**Bubba:** You taught a young pup how real leaders operate, especially when I didn't want to hear it.

—**Stick:** When there was no evidence to believe, you did. You never quit on me or my family.

—**Bishop:** You taught me about the death of a seed; and in my case more than one. Praise God.

—**Ms. Faye:** From the farm to math to family counseling to accounting to friendship at its finest.

—**Bartman:** You give new meaning to stalwart support. Thanks for the media coaching & PR.

—**Michael:** To my Dutch uncle who taught me it's still cool to be a dreamer.

—**Jeffro:** We've been practicing for a decade. Time to put Doc's stuff to work and train up the team. Don't pay us any mind... said the spider to the fly.

—**Sallie:** Your expertise, creativity and patience have been incredibly important to our ability to launch this mission.

—**Bryan:** In the darkest of days, you shared the hard Word and the blessings of the Kingdom.

—**Greg:** To my PATRIOT MISSION co-founder. Thanks for your friendship, insight, keen counsel and tireless effort to bring this story to fruition. The world is counting on us!

—**Drew:** You encouraged me to write this book and not take my eyes off PATRIOT MISSION.

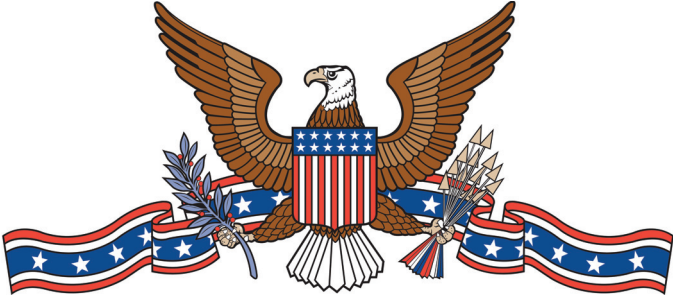
—**Jerry:** Working the prototype in the trenches with me was a HUGE part of this book. Thanks for always being willing to help.

—**Jim:** Since CBMC days, you have been a friend, mentor, and counselor in many ways. Your Godly wisdom has been crucial.

—**DC:** Thanks for no excuses training and giving me hope for the next generation; in more ways than one.

—**Tripp:** It's good to have another strong guy on the team. Study hard. The pace is fast.

—**Duke:** Truly man's best friend. Thanks for getting me up at 4 a.m. to write this story.



FOREWORD

There's something about writing a book, just as there's something about reading one. The writing of course takes a level of courage, commitment, passion, and perseverance from the author more intimidating than the reader can possibly imagine. In this book, the story it tells of The PATRIOT MISSION was founded some years ago in the imagination and inspiration of my friend, fellow author, and fellow Patriot, Steve Olds.

A former jet pilot, a truly zealous patriot, and a lanky, tall guy who said to me one day during one of his 12 Dreaming Room experiences with me, "I've got it, Mr. Gerber, I've got it!" What he meant when he said that to me, was that he finally had come face to face with the Mission he is here on Earth to manifest. Which he now calls The PATRIOT MISSION. Which is the subject of this book, and which lives in the heart of Steve Olds. I told Steve then, that when he finally saw his book through—if he ever did—that I would be honored to write the Foreword to it.

Which is the purpose of my message to you, dear reader. Both to keep my promise to Steve Olds, as well as to share with you the other reason why I'm writing to you, the other reason I'm speaking to you now through the words on the page in front of you. The other reason is simple and straightforward: our country, America, is in trouble. (If you live in any country other than America, know that America was founded for all of us, not just for those who live in it right now. Which is why I think of it as "our country.")

Yes, as I write this epistle to you, it's August 1, 2013, and America is in trouble. And because America is in trouble, so are we all. And that's because America was founded upon a principle called freedom. At its heart, America is a testament to the word and the act of freedom. And so, if America is in trouble, so is freedom. And if freedom is in trouble, then so are we all.

So, why is America in trouble? Because we have become disconnected from our roots here. What I like to think of as our Founders' Roots. Our American Founders were men who saw in their minds' eye a future unlike any other. A future in which men were to be provided with a place to inhabit, built by them, just for them, built upon principles of freedom unlike any other principles. Freedom to think what one wishes to think. Freedom to act however one wishes to act. Freedom to believe in what one wishes to believe. Freedom to live however each and every one of us wishes to live. Freedom to congregate. Freedom to live by the laws created by free men.

Yes, I know you have all heard this before. But understand, please, that if America is in trouble—and she is—then while you've heard these words before, you've forgotten the meaning of them. And if you've forgotten the meaning of them, you might as well not have heard them at all. Which is what this book is about. This book is about America. This book is about freedom. This book is about the expression of freedom by ordinary people in everything they think, feel, live, and do.

This book is about a philosophy which says that the world was created by God, for man to live in the image of God, to express ourselves wholeheartedly, with the very same passion and conviction and integrity as our American Founders did. This book is about you. It is about what you do every day. It is about living the fullest life imaginable. It is about creating a world around you which is a testament to God's Greatness. It is also about working on your life, rather than simply working in it.

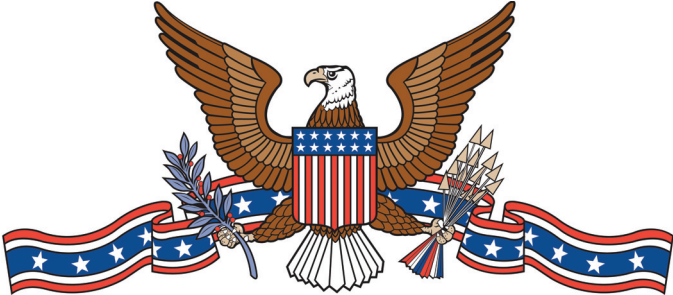
It's about the Great Law of Invention. The Law at the heart of Commerce. The Law which says that each and every one of us has been blessed with the opportunity to invent a life which is here to serve, to serve every one of us, to serve our lives, and to serve our future. To serve God's Creation. Which takes me back to the subject at hand: America is in trouble.

If America is, at its heart, a testament to Freedom, then it is as well a testament to the Great Law of Invention which is the Great Spring from which Free Commerce flows. Which is how and why America became in its short lived 200-plus years, the most economically vibrant country the world has ever known. Which is the root of our being. Which flows from the root which springs forward from God. Which lives within the idea of America: that we are founded in God's image. Which means we were born to create.

Which means that the product of America, when it is living in its full-blown spirit, is the vitality of growth. Which is the heart of Commerce. Which is the handmaiden of The Great Law of Invention. Which is what man is here to do. Which is what this book is about.

Which is what moved Steve Olds to come up to me that day in The Dreaming Room to say, "Mr. Gerber I've got it!" Which is why he wrote this grand book. Which is why Steve Olds is a patriot. Which is why you must read, and read, and read *The PATRIOT MISSION Story!*

With love, as Always,
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INTRODUCTION

It was a hot, muggy summer morning in Maryland just outside the Washington Beltway. A lot of grown-ups complained about the heat, but I thought weather conditions were perfect to launch a new business. This would be my first foray into the brave new world of entrepreneurship.

I still remember how fired up I was. I pulled out planks of plywood from my dad's woodpile in the backyard and carefully placed them on top of assembled wooden crates and the milk box. Once the display table was verified to be sturdy on the corner of the driveway, I placed a folded, white bed sheet from the linen closet on top of the makeshift merchandise counter (I was sure Mom wouldn't mind).

Before preparing the samples, I wrote a brilliant advertising pitch using the blackest Magic Marker on the smoothest cardboard box I could find in the basement.

ICE COLD LEMONADE

Only 25¢ a Cup!

5 Cups for \$1

Free Samples

Little did I know in the summer of 1973, I was actually launching a lifetime journey. At the time, all I really wanted was to make

enough money to go to the movies or buy a toasted almond when the ice cream truck rolled through the neighborhood before dinner.

In my only food service industry endeavor, I learned many lessons including how much raw materials, ice, samples, cups, and spillage cost as well as the importance of a store's location. I appreciated the handful of customers who felt sorry for me, including my mom, a few neighbors, and the construction workers who happened to drive by around lunchtime. I discovered sitting at a lemonade stand waiting for people to show up was not as glamorous as I thought it would be.

I still smile when I think about my single day, entrepreneurial venture and the fact my parents encouraged me to give it a shot. Could they have explained to an eight-year-old boy all the reasons why this would likely be a failed venture? Sure, but I would probably not be writing about it 40 years later. I learned valuable, lifelong lessons that day and I got to be a kid.

Fast forward four decades and we hear stories of kids having their lemonades stand shut down and threatened with five hundred dollar fines for not having required permits. Bureaucrats happily explain about food safety, road hazards, sales tax, and fairness in restaurant advertising. Sad!

These two contrasting stories illustrate the crazy world we live in today. Entrepreneurs face massive regulatory and compliance burdens that crush creativity. America's economy is in a shambles and a frightening number of our fellow citizens believe government is the solution.

America is at a crossroads. Unlike other pivotal times in our history when Americans stood shoulder-to-shoulder and faced BIG challenges together, today we are a divided people. Unfortunately, many influential people prefer to fuel the chaos and widen the lines of division.

My purpose here is not to drill down into all the historical and geopolitical reasons why these divisions exist. Rather, I will focus

on key principles and executable strategies which are foundational for America's survival, long term recovery and future success. We must reignite a financially vibrant economy and effectively reestablish strong leadership at home and abroad.

Throughout our time together, I will propose a detailed strategy to effectively reduce the division and begin to heal the country through a series of basic actions that serve our families, our businesses, and our communities. If we decide the USA is worth salvaging, I submit we can rapidly come together and solve our own problems which, in turn, will influence positive action by local, state, and federal politicians. Every American citizen and legal resident can have an impact, regardless of their experience in the entrepreneurial or small business worlds.

Why should you listen to me?

Fair question. I am an entrepreneur who is facing many of the same challenges you are. I am bound and determined to work with you and others who are committed to focusing on **BOLD** solutions. Rather than trying to impress you with my résumé, accomplishments, and stunning endorsements, I'd rather just share my personal story as we go through this discussion. You can decide if the ideas and strategy I offer, coupled with my experience and results, are credible.

I ask you to soak in *The PATRIOT MISSION Story* and let it encourage you. Take the time to rediscover your own story. Enjoy the flashbacks as you remember how you felt about America as a kid. Then consider the potential impact you can have on your own future should you decide to step up and help us Rebuild America right now. Finally, even if you don't yet have a family of your own, consider the impact on several generations of your kids and grandkids.

This is not a gloom and doom story; quite the contrary. This is a story of optimism.

There is hope, but we don't have a lot of time to get busy. I

believe if we work together expeditiously, we can rescue America from the peril which she now faces.

When you have finished *The PATRIOT MISSION Story*, I want you to be inspired, encouraged, and motivated. Together, we can save our freedom and protect our liberty.

May God Bless the United States of America!

Cheers,
Steve Olds
2013

PART I

WHY REBUILD AMERICA?

*“A house divided against
itself cannot stand.”*

– Abraham Lincoln –



Chapter 1

The Fading American Dream

Every day in America, there are gazillions of books, articles, blog posts, television and radio programs produced to offer perspective on the geopolitical and economic reasons for the stiff headwinds we face. There are certainly plenty of politicians to hammer on both sides of the aisle, but then of course, we elected them. On top of these concerns, since 9/11/01 we have had to contend with radical Islamic terrorists who hate America and will kill us just because of who we are and what we believe.

So all in all, it's a pretty easy time to pursue the American Dream (sarcasm).

Over the past several years, I've interviewed countless entrepreneurs, small business owners, professionals, concerned citizens and young people who are incredibly frustrated. Regardless of political affiliation, there is a universal observation that government is making it harder and more expensive to do business and get work. Combined with years of little or no economic growth, it is a stressful time to be a shopkeeper or job seeker on Main Street, USA.

When you look at the numbers, according to the U.S. Small Business Administration, there are nearly 30 million small business owners in America, 73% of which are sole proprietors. This means in the aggregate, we are one of the largest constituency

groups in the country, yet by our very nature as rugged individualists, we find ourselves very much alone.

Certainly there are local trade organizations and national groups claiming to represent the small business community. However, if you simply look at the trends and results, the key strategic indicators do not instill confidence. Whether you are an attorney from New York, a Florida citrus grower, a Midwest manufacturer or California software designer, the cost of doing business is off the charts, hiring is down, and the regulatory compliance burden is skyrocketing.

Entrepreneurs and small business owners are not the only frustrated people.

Citizens who live in local communities and want to support small businesses are watching strip malls, stand-alone stores, and decades old professional firms continue to disappear. When entrepreneurs shutter their companies, it means jobs are lost, goods and services are no longer available, and local economic growth slows or grinds to a halt.

Those who manage to keep their doors open generally must work harder with less people. Even in the best of times, there is always a turnover in business due to best practices, financial planning, market timing, etc., but in America at this moment in time, we are dealing with an epidemic of disastrous proportions.

The cost of education has gone through the roof and student loans are at an all-time high. College and high school graduates are looking for jobs in record numbers. In addition to this younger demographic, there are tens of millions of Americans who are underemployed or who have given up looking for work altogether. This is unacceptable.

On the other side of the equation, there are some small businesses that are doing well. They have prepared, built impressive intellectual property in their niche, created strong earnings, and saved a solid bankroll. In many cases they are able to capitalize on

opportunities and are expanding. We can learn a lot from these entrepreneurial leaders.

At our core, we are 30 million problem solvers who want our businesses, families, and country to run well. As business people, our nature is to create solutions, but it is hard to wrap our arms around the enormity of these economic and political challenges. So most business owners strap on their flak jackets, keep their heads down, focus on the task at hand, and work very hard.

My observation since the economy began to tank in 2008 is many business people feel very stressed out, isolated, and alone. This includes employees, managers, owners, and to a large extent their families. Across the board, they are tired, worn out, and generally fed up because the media has largely promoted the expectation this is the ‘new normal.’

As a party of one, I will admit my FED-UP METER IS PEGGED, but I beg to differ about the permanency of the situation. I believe we can change it and revitalize a spirit of optimism, hope, and success. People often ask: “What can I do about it?” This is where we have a choice.

Albert Einstein’s definition of insanity comes to mind.

“Doing the same thing over and over again and expecting different results.”

Those who believe we can change our circumstances ask a different question. “How can I help change it?” I contend this chaos creates a **massive opportunity** for entrepreneurs, small business owners, employees, concerned citizens, job seekers, and young people looking for a career.

What exactly is this massive opportunity?

We have the opportunity **To Rebuild America through the Power of Small Business™!**



Chapter 2

Blueprint of an American Entrepreneurial Revolution

Why Rebuild America? How can we possibly accomplish such an enormous task?

In this material, I will answer these questions in detail. Believe it or not, the solution is actually quite simple. The first step is to make the decision to take action. Currently in America we are still allowed to think for ourselves and make decisions. You have probably surmised, many of us have already made the decision to pursue the PATRIOT MISSION, which is in fact **To Rebuild America through the Power of Small Business™**.

If you decide the blueprint has merit, I will show you how you can become part of the solution without having to fall on your sword, write big checks to political organizations or march on Washington. You will discover as we rebuild the nation, each of our companies, communities, and citizens will get stronger and more successful. We will expand our networks, our revenue sources, and most importantly the impact on the next several generations. We will bring back citizen politicians who want to serve us and defend our liberty.

Here are a few things you will not find in our plan:

- There will be no new technological widgets that solve all our problems in 1.2 nanoseconds.

- There is no super-secret government sauce that will miraculously heal the economy and suddenly recapture our wasted time and tax dollars.
- You will not find a 73-page application for free government bailout cash with zero interest and a 100 year repayment / forgiveness / write-off schedule.

Here's what you will discover:

- A sound model that works every time it is tried (it has been used successfully since our country was founded).
- A plan built on core American principles that serve as a bedrock regardless of political affiliation, religious point of view, or personal heritage.
- A group of like-minded people who are as passionate about saving America as you are.
- A simple way to use and share this plan with others (hint... we each have a unique story).
- A practical, hands-on opportunity to help save America before she self-destructs.

Let's get started.

DEFINITION: Revolution—noun—a far-reaching and drastic change, especially in ideas, methods, etc¹.

There is no doubt we are facing tough times. This is nothing new for Americans. As an entrepreneur, small business owner, husband, dad, frustrated citizen, former military officer, and student of history, I believe there is a lot we can learn from those who have gone before us.

In 1776, fifty-six businessmen and leaders stood shoulder-to-shoulder and risked everything when they signed their names to this powerful statement... “And for the support of this Declaration,

with a firm reliance on the protection of Divine Providence, we mutually pledge to each other our Lives, our Fortunes, and our sacred Honor.”

They were very frustrated with the British government which was dictating, controlling, and taxing nearly every element of their lives (*sounds vaguely familiar*). These men shared a common set of principles for which they were willing to risk everything they held dear.

Think about that for a minute.

When is the last time you got together for a strategic planning session and mapped out a grandiose, world-changing plan that ended with you signing your own death warrant? Each of the 56 colonists knew they would hang if their ragtag militia failed to defeat the British Crown, which enjoyed the most powerful military in the world at the time.

I submit the challenges we face today in the United States of America are at least as big if not bigger than the one our Founders faced. You can relax. I’m not going to ask you to sign a blood oath or put your name on a document that will be circulated to government agencies. I’m simply making the point that if we do not recognize the peril we face and take substantive action to correct the path we are on, then we will have lost the fight.

Fortunately, many of us have family members or are old enough ourselves to remember some of the most amazing American success stories like winning World War II and the Apollo mission to the moon. There are countless technological miracles like the Internet, cellular phones, and modern medicine that have all largely been born of American ingenuity and financial prowess.

One of the great tragedies in America today is there are so many people living here who have no idea why our country was founded or how the framers took enormous care to protect our liberty. They never studied what our forefathers went through

to create our magnificent country. Millions of Americans do not understand our Founders' faith and why they relied on "Divine Providence" to guide them to write the Declaration of Independence and win the Revolutionary War.

Huge numbers of our citizens and government officials forsake and dismiss the U.S. Constitution as an old, outdated set of rules rather than the magnificent, inspired, unique work that it is. Of course, when accurate history is systematically removed from our education system, what else would you expect? Let's not go down that track for now; that could be an entire book of its own.



What is an Entrepreneurial Revolution?

In the same way the Founders led a revolution, we must wrest America's defeat from our enemies, which now primarily lie within our borders. The enemies of ignorance, apathy, financial stupidity, political correctness, and worst of all, hopelessness. We have the opportunity to apply our entrepreneurial skills, passions, dreams, and sweat to lead an effort to make sure our Founders and the generations since who have given their all to protect our country did not die in vain.

You may think this is a bit melodramatic, but please hear me out.

As I'll share with you in more detail shortly, I am a combat veteran. I know what it is like to raise my right hand and promise to protect and defend the Constitution of the United States of America against all enemies foreign and domestic. Although I left active military service, the oath I swore never left me. I have experienced the adrenaline rush of combat with hostile forces intent on killing me so I would never make it home to see my bride and newborn baby girl. I have watched my fellow comrades in arms make the ultimate sacrifice.

The good news is we are Americans. We understand freedom in a way that no other people on the face of the Earth do. We have freed more people, saved more lives, given more of our own blood and treasure than any people in history. The bad news is we have become complacent.

We have allowed our nation to forget its history and become mired in a self-serving entitlement mentality, punctuated with authoritarian greed. That will not change unless there is a massive movement to speak truth and drive effective action into the very grassroots of our country.

PATRIOT MISSION is speaking that truth and driving action; county-by-county.

We need to go far beyond talking. We must demonstrate what it looks like to live out our core principles. We must lead by example and be worthy of following. We must inspire a new generation with ideas and practices that produce results and leave America in much better shape than she is right now. We are equipped to do it and God willing, we will complete the mission.

Some citizens will suggest America's global influence, power, and position are not as important or appropriate as they were in years past. They believe international governance should be run by committee. That would be fine except for one thing. Look at the track record of the other major players in the global community.

What other countries have freed millions of people from dictatorships, despotism, and terror? China is still a Communist country. Russia is reverting back to its Soviet and KGB roots, and Europe's socialist economy is dying. Who do third world countries call when there is a disaster? America is a generous and giving country.

As long as our Constitution remains the centerpiece of our nation, it is "WE THE PEOPLE" who decide our future, not the government. We believe America's Problems will be solved by a core group within the entrepreneurial community who decides to take massive action and then follows through. Our strategy has been very carefully designed to leverage small, incremental changes made by individuals across the national landscape to create a cumulative and massive impact.

PATRIOT MISSION's long-term strategy is to influence multiple generations of Americans, including those who will be born in the coming years and decades. The short-term plan is to implement local grassroots chapters in each of America's 3141 counties, independent cities, and parishes before 2020. Our work is truly unifying because it focuses on the practical realities of small business, entrepreneurship, and jobs as opposed to bloviating political speech.

The entrepreneurial revolution blueprint is founded on seven **LIBERTY** principles and will be accomplished by executing the PATRIOT MISSION Dream, Vision, Purpose, and Mission.

7 Founding **LIBERTY** Principles

1. **We believe** the economic Backbone of America™ is powered by the **LEADERSHIP** of Small Business Founders, employees, and their families.
2. **We believe** providentially inspired American **INGENUITY** has created the strongest economy and most generous society the world has ever known.
3. **We believe** it is important to elect leaders who share a common **BELIEF** in our Judeo-Christian heritage and the magnificence of the U.S. Constitution.
4. **We believe** **ENTREPRENEURSHIP** is the primary economic means to inspire men and women to pursue their dreams and achieve prosperity.
5. **We believe** Life, Liberty, and the Pursuit of Happiness are put at tremendous **RISK** by those who reject capitalism and promote excessive public spending.
6. **We believe** Personal Property Rights and the Free Enterprise System are **TIMELESS** constitutional cornerstones upon which America was founded.
7. **We believe** it is crucial to inspire **YOUNG** citizens to become tough-minded, ethical entrepreneurs so they can help create long-term solutions for America.

Our Dream is to **LEAD** Americans to Rediscover “The Shining City on a hill.”

Our Vision is to **BUILD** a Bold Leadership Team in every county, city, and parish.

Our Purpose is to **GROW** our Capital, Political Influence, and Liberty.

Our Mission is **To Rebuild America through the Power of Small Business™**.

In the upcoming chapters, I will bring each of these statements to life with practical applications, historical context, and personal experiences so you can get a feel for how seamlessly these pieces fit together. These ideas are not new. This works because of the unique manner we have put them together. Based on years of research, interviews, and personal experience, we believe millions of people carry these passions in their hearts and minds.

The PATRIOT MISSION Story is your story and my story. It is the story of those who will lead by example and get in the trenches to rebuild America on solid ground. Until now, people have had to wonder where they could turn to find the camaraderie of fellow Americans who would stand with them. You found us. Welcome home.