



Dear America,

As we approach the 250th Anniversary of our nation's founding, we are reminded that America is built on a simple but powerful belief: that individuals are the foundational moral agents of the world and so the only moral and practical systems of social organization are those that respect the inherent freedom and agency of individuals.

It's no surprise that Jefferson penned the Declaration of Independence the same year that Adam Smith published *The Wealth of Nations*. The same ideas imbued both of them. And America has always represented the greatest expression of the ideals of *The Wealth of Nations* since its publication.

These ideas undergirding America and capitalism have fueled entrepreneurship that reshaped the world, created an industrial revolution, developed communities through economic collaboration, and spurred humanity to previously unimaginable heights.

At Principled Business, we see that spirit alive today.

We see it in founders taking risks to solve meaningful problems. In investors deploying capital with discipline and long-term vision. In employees who bring integrity and excellence to their work regardless of recognition. In communities that understand prosperity is built through trust, responsibility, and cooperation.

The story of America is the story of free people building together through capitalism.

A system rooted in voluntary exchange, the dignity of work, and the belief that when individuals are free to pursue their highest potential, entire societies rise. This has never been theoretical. It is a lived reality reflected in every generation that has built, rebuilt, and advanced this nation.

This moment in history calls for both reflection and resolve.

The principles that made this country exceptional endure only when they are understood, practiced, and carried forward with intention. Capitalism, free enterprise, and voluntary cooperation require conviction. They require leaders willing to steward them with integrity and clarity of purpose.

That is why Principled Business exists.

To bring together those who believe that capitalism, grounded in principles, remains the most effective system for prosperity and the most powerful engine for human flourishing. To create spaces where leaders think deeply, act decisively, and build with responsibility.

As we celebrate America's 250 years, we do so with gratitude for what has been built and urgency for what must be strengthened.



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The next chapter of this story will not be written by institutions alone. It will be written by individuals who choose to lead with principle, build with purpose, and contribute to something larger than themselves.

At Principled Business, we are honored to stand alongside them.

Sincerely,

Alexander McCobin
Principled Business