Securing America's Future

By Devon

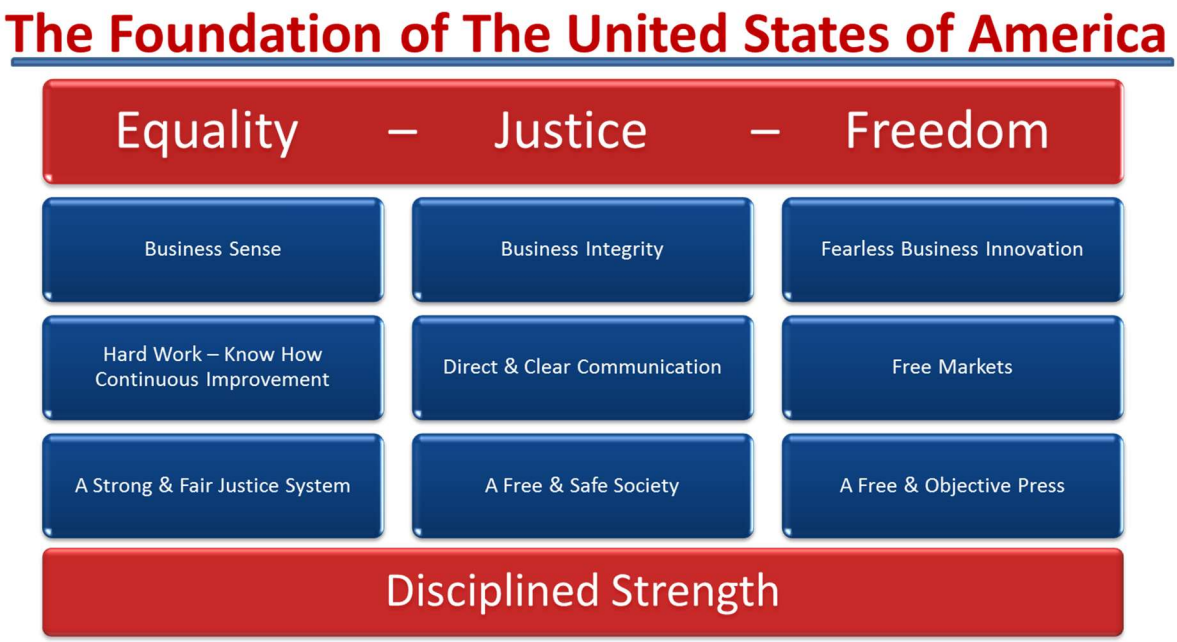
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Overview

Over the past two decades America's future has grown less certain. The incomes of everyday Americans are shrinking and our standard of living and quality of life are in decline. As America's middle class has grown weaker; our economy, government, justice system, businesses and news media have weakened as well. While we may face uncertainty, uncertainty will always be defeated by building on the fundamentals that consistently lead to sustainable growth and a sustainable nation.



About Devon

As President of the United States of America I will significantly improve the effectiveness of the United States Government by bringing a professional, collaborative and real-world approach to solving our public policy problems, solving our economic policy problems and continuously improving government operations. During my career working for multibillion dollar corporations, startup companies, and non-profit organizations; I have specialized in understanding an organization's challenges and implementing practical and sustainable solutions. My experience with transformational projects, process improvement, day to day management and crisis management demonstrates my commitment to not just marking tasks as complete, but ensuring that we reach our goals. Facilitating the cooperation and collaboration of people and groups with diverse perspectives has been essential to my success. I have had the opportunity to visit many parts of the world and work with people from all over the world including Mexico, India, Europe, the Philippines and Ghana. As your President, my resolve to implement solutions that lead to a brighter future for the American People will be disciplined, persistent, and strong.

On Financial Security

"America's success has been built on a promise: high quality, competitively priced products, supported by unrivaled customer service." – Devon

Overview

In order to restore America's financial security, America must strengthen our competitive position in the industries where we are a leader, strategically invest in industries where we can be a leader, and divest from industries where we are no longer competitive. By focusing our investments on our most competitive assets and our best future prospects, America can recharge our economy. Our economy is the most powerful economic engine in the world, but it is stalling. In order to build a stronger economy and create more jobs, we must strengthen and build on the principles that have made us successful.

1. A Focus on Quality & Value
2. Free and Rational Markets
3. Strategic Management of Innovation
4. Accountability and Transparency

A Focus on Quality & Value

In order to compete in a global economy American businesses and workers must more firmly assert our commitment to high quality, competitively priced products supported by unrivaled customer service. The United States Government must rollback any policies that undermine the value proposition of American products, reduce market competition or stifle innovation. By more strongly asserting America's commitment to free market competition monitored by intelligently designed regulation, America can be the trusted business partner, smart investment decision, and leader in job creation that world has come to expect from us.

Free & Rational Markets

As Wall Street has become less dominant in global markets, their focus on the fundamentals of conservative financial management has weakened. Wall Street must get back to basics: objective analysis, conservative valuations and strategic investing.

American businesses like Coca Cola, Ford, General Electric, General Motors, IBM, Microsoft and Pepsi were once startup companies. Wall Street's ability to identify emerging market leaders and secure sound business financing for them has been essential to the success of America's most trusted and well-known companies. Without Wall Street financing America's most successful businesses would not have increasing numbers of loyal customers all over the world and would not have generated decades of sustained revenue and profit growth. Wall Street must get back to the basics of objectively sizing deals, strategically structuring those deals and aggressively selling them at a rational price.

Strategic Management of Innovation

In the 1990's America set out to drive The Digital Economy. Since that time America has built a significant lead in The Digital Revolution. American entrepreneurs must be free to innovate, and must follow sound business advice, in order to develop their ideas into sustainable businesses. The American Government must not intervene in competitive markets and must let market forces determine which products win and which products lose. At the same time, the government plays a pivotal role in intelligent regulation that protects Americans and protects America's financial stability.

Accountability & Transparency

For generations America has been known for accurately reporting business data and economic data. To attract new investment our economic and business results must be accurate and transparent. Investors rely on our financial results to make smart investment decisions. If investors cannot trust the information they use to make investment decisions they will retreat from investing in America.

Summary

By strengthening the foundation that has created our sustained economic growth; America can continue to be a trusted business partner, a smart investment decision and a leader in job creation.

On Equal Rights

"Never focus on what a person looks like, always focus on what a person does." - Devon

As Americans, we have an obligation to foster the conditions that create a level playing field for all Americans. Historically our nation --and possibly all other nations-- have at some point identified winners and losers based on people's characteristics such as their ancestors, their race, their wealth, their last name, their religion, their sexual orientation or their gender. These discriminations have created legacy issues that are still unresolved in American society. We have failed to create the conditions that level the playing field between all people in our society and provide the tools necessary for every American to fairly compete with an equal footing. However changing the criteria of favoritism will never be the answer to creating equal opportunity and fair competition. As a nation, America must maintain an objective eye on unequal access to opportunity, and a relentless and innovative commitment to level the playing field of economic opportunity. In order to begin to level the playing field we need to start with the following changes.

1. Significant investment in early education opportunities for Americans from lower income communities.
2. Improvement of access to capital for businesses that operate in low-income communities.
3. Improvement in the quality of local government, local law enforcement, and community policing programs.
4. Ensure that all Americans have a clear understanding of the safety nets and basic need benefits that America can afford and ensure that every eligible American receives those benefits.
5. Significant investment in education and skills training for Americans learning to be better parents, better employees, better financial managers, and more active members of their communities.

When America focuses on people's behaviors rather than their characteristics; we begin building a stronger nation, a more vibrant economy, and draw on the diversity of strengths that will secure a stronger economy, better quality of life, and better future for the American People.

An equal America, is a strong America.

On Foreign Policy

The United States has been a respected business and military leader for more than 100 years. Our business acumen and military discipline have set worldwide standards for generations. Today, the world looks positively on the America that was rather than the America that is. America has fallen behind in its ability and its commitment to raise worldwide standards for superior business acumen, disciplined strength, and vision for the future. In order for America to again be a world leader, we must overcome the divide between aggression and compromise, division and collaboration, conflict and cooperation.

Global Competition

America's ability to compete, compromise, collaborate, and negotiate with our global partners will determine our financial future. America is still a global leader in many highly profitable, high growth industries. We lead the world in financial services, technology, e-commerce, healthcare technology, medical research, retail, logistics, higher level education and scientific research, just to name a few. We must strategically invest all of our financial, human and intellectual capital in our strengths and work with our partners to reduce trade barriers and encourage free markets. America's economic strength will be revitalized by investing in and supporting the markets we lead in and by promoting free markets and free trade throughout the world. Our foreign policy must demonstrate these American principles in practice so that people throughout the world can once again recognize the America they know and believe in.

Global Conflict

The United States Military is the most effective fighting force in the world. Strength, however, is a luxury that must only be used to defend justice, keep the peace, and stabilize the global balance of power. America's armed forces represent the United States of America throughout the entire world. Their professionalism, diplomatic skills and disciplined strength convey America's commitment to ensuring that our military strength fosters the conditions for peace and prosperity. America's military strength is an opportunity to demonstrate how America can lead in a competitive world and at the same time defend justice and promote peace throughout that world.

Global Understanding & Cooperation

America's culture is both unique and inclusive in that we celebrate cultural diversity and instill practical and professional values in all Americans. Our experience drawing from the best and the brightest from all over the world, building upon their unique strengths, and integrating them into our culture has been one of America's greatest economic strengths. America's increasing commitment to equal opportunity for all Americans has created an economic engine that is led by people who seek freedom and work for prosperity. America's economic prosperity is created by every member of American society who is willing to work hard and never let obstacles stop them from pursuing their goals. An America that recognizes that our diversity and shared values are key components to revitalizing our economic strength, is an America that will continue to be an economic leader. America must work with, compete with and collaborate with our international partners in order to raise standards of competition, innovation, and fiscal management. Through both competition and collaboration, we can create a more competitive --and larger-- economic and social community throughout the world. By understanding and competing with people and nations from all over the world, we will not only better our own economic future but also develop and grow the economic future of all nations.

As a nation that celebrates diversity, that is a world class competitor, and builds peace through strength; we will continue to be one of the most successful economies in the world because we are the most effective at competing with, partnering with, and working with nations all throughout the world.

On Immigration

My father was a Venezuelan citizen who lived in the United States his entire adult life with only a green card. He taught me about the importance of diversity and how a diverse society is a stronger society. Having studied the history of many foreign nations and lived and worked in foreign nations, I am reasonably aware of the difficult conditions that many people face living and working in their nations of birth. On the campaign trail my belief that many illegal immigrants are hardworking, law abiding, decent people who are protecting the American way of life has been strengthened. Consequently, America needs to significantly change our immigration policy to be demand based and to create more opportunities for work-based immigration. Furthermore, America needs to implement a clear path to citizenship for undocumented immigrants in our nation.

America can restore freedom, equality, and justice in our nation by clearly establishing the way in which every resident can live a productive and law abiding life.

On The United States Armed Forces

Every member of the United States Armed forces is first and foremost a soldier. America's soldiers represent the United States of America all around the world. American soldiers must be the most professional, highly trained, and best educated armed forces personnel in the world. The United States Military is not just an instrument of aggression, it also represents the strength, discipline and professionalism that anyone in America can achieve through proper training and education. American soldiers are leaders and diplomats who represent the United States of America in both times of peace and in times of war. Authorizing American soldiers to use deadly force is a decision that must be made with disciplined strength when America must fight in just wars that are justly fought.

While America has always made significant investments in the military, America must be a more intelligent investor when it comes to funding the United States Armed Forces. While technology and the arms industry are a vital part of having superior armed forces; the most significant, and well managed, portion of America's investment in our soldiers must be in their education, training, and in the management structure that mentors and manages American soldiers. American soldiers risk the ultimate sacrifice to protect our freedom. In return, our job as a nation is to ensure that they are equipped to lead, follow and fight with the bravery, courage, and character that represents who we are --and who we must be-- as Americans.

On The Homeless

They have a home. Their home is the United States of America.

On Veterans

My grandfather Richard Penman served in the United States Army during World War II and on D-Day fought on the beaches of Normandy. When he returned home he received funding for his business under the G.I. Bill. Just a few decades later his business was sold for enough money to comfortably support his wife for the rest of her life and provide a sizeable inheritance to his two children. My grandfather was known for being a tough negotiator, a disciplined operations manager and strategically savvy about business. He made it a focus to hire and train veterans in the workplace and also support them in their private lives as they made their way back home from having fought overseas.

Americans who choose a career of military service afford the American People the protections to live our lives freely, make our own choices about our careers, families and future. Today, American Veterans have not been afforded the opportunities, or even the basic building blocks, to begin living their lives as free Americans. American Veterans must have access to the highest quality education, the best healthcare our nation can offer, equal access to quality housing, and opportunities to both lead and work in American business. We must fight for the future of America's Veterans just as they have fought for and sacrificed for us.

On Labor Unions

As a former member of the International Association of Machinists and Aerospace Labor Union, I have seen first hand the positive role that labor unions play in American business. Labor unions significantly improve the products and services that companies provide by protecting:

1. Quality of Craftsmanship Standards
2. Professional Standards in the Workplace
3. Worker Training and Education Programs
4. Apprenticeship Programs.

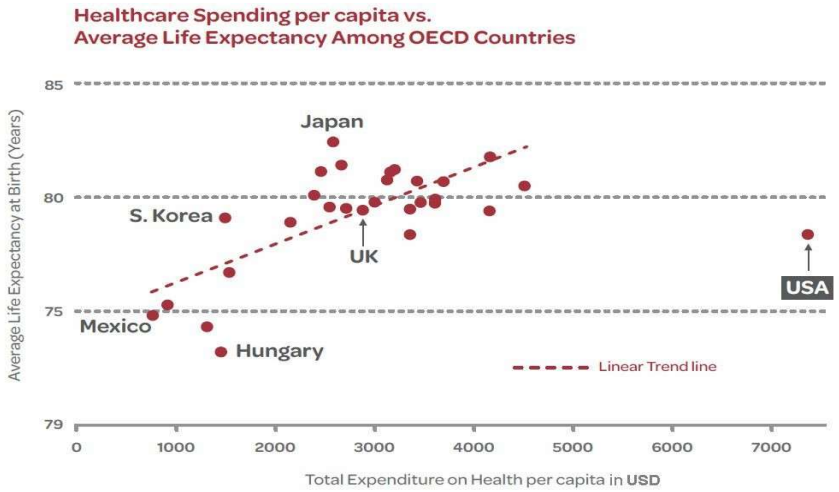
While unions have focused on wage increases, levels of employment and pension increases; the Employer-Union Partnership has often stalled when businesses are experiencing declining revenue. The Employer-Union Partnership's focus on "Dividing Up the Financial Pie" has created conditions where employers and labor unions are frequently working against each other. Furthermore, pension plans are inevitably mismanaged and underfunded. In practice, pension plans have created significant financial liabilities for employers without successfully protecting the retirement future of workers. Finally, unions have protected worker jobs even when workers are not performing up to company or even union standards.

Unions protect the quality of the products and services provided by companies. Unions have consistently delivered these benefits over decades even when employers have sometimes failed to maintain a focus on quality of craftsmanship, professional standards and safety. However, the Employer-Union Partnership must more effectively manage changes in business conditions and how these changes impact worker wages, employment levels and the retirement future of union members. As your President, I will reinvigorate unions in the workplace with a renewed vision of high quality, high value products and services, provided by a world class workforce with superior training and skills.

America can again create jobs at record levels by understanding customer needs and exceeding customer expectations with high quality, high value products and services.

On Healthcare

U.S. healthcare per capita costs are the highest in the world.[1] In 2012, America's National Healthcare Expenditures exceeded 2.8 trillion dollars and grew 3.7 percent.[2] The United States' National Healthcare Expenditures are equivalent to the Gross Domestic Product of the United Kingdom.[3] At the same time, according to the 2000 World Health Report the United States ranks only 37th in its quality of healthcare services.[4]



OECD Data & Mary Meeker Report - USA, Inc.

While Americans spend significantly more on healthcare than any other nation in the world, the quality of American healthcare is significantly too low given the cost. America's healthcare system is underperforming for the following reasons:

1. Healthcare facilities are run like for profit entities with a sales orientation rather than a care and service orientation.
2. Medical schools, residency programs and healthcare professionals have failed to emphasize a highest benefit, minimally invasive approach to medicine.
3. The pharmaceutical industry, medical product companies and service providers to the healthcare industry have put in place financial incentives that result in unnecessary treatment, excessive treatment and/or inaccurate treatment of patients.
4. The American Medical Community is focused on medical specialization rather than the basics of preventative care and more traditional medical practices.

The function of healthcare is high benefit, low risk treatment rather than driving sales numbers. In addition, the healthcare industry is responsible for educating patients on the best ways to improve their overall quality of health and prevent future illness. While America has the expertise, education system, capital and technology to provide the best and most cost-effective healthcare in the world; healthcare must reprioritize patient health above everything else. The crisis of the healthcare industry is not its capability but rather its commitment to consistently act in the best interests of its customers.

A smarter and more effective healthcare system that maintains a disciplined focus on customer needs will lead to significant reductions in healthcare costs and unprecedented increases in healthcare quality.

[1]Healthcare per capita expenditure: http://data.worldbank.org/indicator/SH.XPD.PCAP

[2]National Healthcare Expenditures in 2012: http://content.healthaffairs.org/content/33/1/67.abstract

[3]GDP of the United Kingdom: http://data.worldbank.org/country/united-kingdom

[4]2000 World Health Report: http://www.who.int/whr/2000/en

On A Woman's Right to Choose

Every adult has the right to make decisions about his or her body and physical health. I support a Woman's Right to Choose whether to abort a fetus in gestation. However, it also makes sense to limit the time during which she can make the decision. A decision regarding the abortion of a fetus in gestation should be made within the first two trimesters of the pregnancy. In addition, there should be a 72-hour waiting period after a positive pregnancy test before she completes her decision to move forward with the abortion of the fetus.

Summary

Together, we can restore America by strengthening and building upon the foundation that makes us a tough competitor, a fearless innovator, and a determined, courageous nation.

Thank you for taking the time to read my campaign book from my 2016 campaign to be president.