



# Fresh New Perspectives

News Letter from *Dear Fanny Co., Inc.*

Winter 2009 · Volume 2, Issue 1

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## Water Under The Bridge: A Year Later.

It is the end of 2008 and the beginning of 2009. I am starting to review the office notes, meeting minutes and gather the information needed for the 2008 tax returns. I am amazed by the amount of ground that Dear Fanny Company, Inc. and FannyWarmer.com has covered this year.

In January 2008 a new newsletter (the one you're reading) was created. The idea was that a one or two page newsletter would be ideal for sharing ideas, stories and promoting our products. I never imagined that it would grow into what it is now. Through your (the readers) ideas, story submissions, and general feedback this newsletter has grown. It has gained the interest of sponsors and readers from all over the country. This is a direct result of people from all over the country buying the Fanny Warmer® products.

Dear Fanny Company, Inc. is a small business and we have made an impression on the recreational sporting goods market. The Fanny Warmer® family has grown. And through our limited attendance at shows, word of mouth by excited and devoted customers, advertising on radio and internet, and [www.fannywarmer.com](http://www.fannywarmer.com) we have had a phenomenal year. However, I am praying, planning and hoping that 2009 will hold greater successes. When we do well, the American companies that we do business with and have our products manufactured through also benefit.

I would like to personally thank everyone for their feedback, story ideas and submissions from 2008. Please do not forget us in 2009. I love hearing/reading all the emails and seeing the pictures that are submitted of the customers using the Fanny Warmer® and associated products.

God Bless,  
Oliver P. Crisp III, CEO,  
Dear Fanny Company, Inc.

## No Matter What... We've Got you Covered!







## PRESIDENTIAL QUOTES

### Abraham Lincoln

1861-1865:

"Better to remain silent and be thought a fool than to speak out and remove all doubt."

### William McKinley

1897-1901:

"Unlike any other nation, here the people rule, and their will is the supreme law. It is sometimes sneeringly said by those who do not like free government, that here we count heads. True, heads are counted, but brains also . . ."



The HR V2.0 Collection

## The Military...Why? Editorial

Just recently I was discussing with someone the finer points of basic military training. The calm, soft spoken and gentle words of encouragement coming from the meek Drill Instructor and the relaxed, forgiving surroundings that are usually associated with what people think when basic training is brought up. A woman sitting nearby was listening to our conversation and abruptly asked "I don't see why anyone would want to go through that, and how can you be so devoted?"

Why not? Now, the military isn't for everyone, especially now that it is a total volunteer force. Military life is unique. But, I wouldn't trade it in for anything. A lot of civilians have a tough time understanding what the big deal is about and why we consider ourselves "different." So, let's visit this question. Fellow veterans, you are more than welcome to share your reason.

Why do people serve in the United States military? One word can describe the reason to serve in United States military, freedom. It can mean so many things. Freedom can mean you're free to make a choice, have an absence of coercion, or to some it is having a type of liberation. The history of freedom is marked with bloodshed, turmoil, anguish, and pain. The word itself has the power to ignite an inner strength, a burning desire, an overpowering urge to act in a way that is not a person's normal response or mentality. It invokes bravery, patients, dedication and a sense of power that no other word can. In this country alone thousands upon hundreds of thousands of people have died for the slight notion of the word freedom.

Our forefathers have in this country's Declaration of Independence declared the terms that dictated the resolution to have freedom from Britain's rule. They knew they would probably pay the ultimate price for that treason, death. Nevertheless, with heavy hearts they declared their (our) freedom. Freedom is in the first amendment of the constitution, freedom of religion, press and expression. After freedom is declared that feeling that was previously discussed is acted upon by patriots.

Patriots over the passage of time have paved the way for those of us that choose to honor the history and declaration of freedom so it can live on in our life and our children's life time and beyond. Not everyone is meant or designed mentally or physically to be a patriot when the danger of losing our freedom is not present. That is why there are people like myself that choose to be part of the United States military and be hundreds or thousands of miles away from home and loved ones to serve in a uniform and under a flag that has a wonderful and colorful history of martyrs and patriots. For reservists the three-hour drive one way to the reserve station and the threat of being activated is stressful and discouraging. Nevertheless, it is our freedom to choose the lifestyle of the military.

I am an enlisted man. The aspiration to be in the military comes from the desire to lead and mentor others in a different more developed level then is achievable as a civilian. The opportunity to challenge myself and the desire to expand my role in the community is exciting. The Air Force Core Values, the Army Soldiers Creed, training, education and experiences have accumulated to help develop me into a better citizen and a soldier.

### Army Soldiers Creed:

I am an American Soldier.

I am a Warrior and a member of a team.

I serve the people of the United States and live the Army Values.

I will always place the mission first.

I will never accept defeat.

I will never quit.

I will never leave a fallen comrade behind.

I am disciplined, physically and mentally tough, trained and proficient in my Warrior tasks and drills.

I always maintain my arms, my equipment and myself.

I am an expert and a professional.

I stand ready to deploy, engage and destroy the enemies of the United States of America in close combat.

I am a guardian of freedom and the American way of life.

I am an American Soldier.