Minding the Business:
Dick Cheney's Plan for America

OUR NATIONAL CEO

As CEO of Halliburton, Dick Cheney learned to serve the bottom line at all costs. As a result, Halliburton is today one of the wealthiest large companies in the world, in part thanks to this administration.

Just like Halliburton, Dick Cheney has helped make America what it is.

• As Halliburton CEO, Dick Cheney learned what *was* profitable, and what *wasn't*. Forms of energy that have been around for a long time are profitable; new ones aren't. This is why Dick Cheney has steered the administration clear of the "renewable energy" money leak, and favored coal and other "old faithfuls."

• As CEO, Cheney learned to make hard decisions. Coal plant pollution kills 23,000 people per year, according to our figures. But given industry profits, each of these deaths translates into *tens of thousands of dollars* of profit. And profit, of course, equals progress and life.

• Dick Cheney knows that for a company to make money, you have to put the money where it's makes *more* money. That's why Dick Cheney has assured that those who have *already* made lots of money get to keep it; it is why this administration's tax cuts have consistently favored the 1% most wealthy Americans, while the social services "money leaks" have been cut.

• For many years, *vast* amounts of money have disappeared into public education, public health care, and Social Security—never to reappear! These programs—crutches for those who cannot cope in privatized education, medical care, and retirement markets—are unprofitable. Withdrawing money from them, and diverting it to where it provably can be put to good use—among the top 1%—has shown Dick Cheney's sound business sense.

• Loyalty is Dick Cheney's byword. Again, one of the reasons Halliburton has gotten the share of the contracts in Iraq is Dick Cheney's loyalty to the company he recently helmed. The same is true of the tax cuts for the wealthy—it's not just sound business sense, but loyalty that drives these decisions.

A PROSPEROUS MAN FOR A PROSPEROUS COUNTRY

Like a good CEO, Dick Cheney has approached the triple-headed "money leak" monster like a latter-day Perseus: by slaying it. He has guaranteed profits to the profitable, and allowed the elite to keep what is theirs by cutting their taxes.

He has put money where it's profitable, removed it from where it's not, favored what works, and been loyal as the most loyal warrior. His record proves it.

Dick Cheney: Cunning and caring for a new America.