

Inaugural Annual Letter 2018

ABSOLUTE OWNERSHIP

This is the first annual letter we plan to write about the work at Soggy Bottom Ranch (SBR) Foundation, a national, IRS tax-exempt, nonprofit animal welfare organization – our Inaugural Annual Letter.

In this candid letter we want to, as we implement our national launch, share with you; 1] based upon proven and sustainable military principles, our disciplined and absolute ownership leadership skill-set up and down the chain of decentralized command, and 2] a clear and sharp summary of two of our flagship programs – ***GetFixed.org*** and from our First Responder Division, ***Camp Animal***. No PowerPoint slides here.

In future annual letters, we will document where demonstrated results are being made and where work still needs to be done.

Discipline Equals Success

The leadership principles that guide the SBR Foundation are not new. They have been around for hundreds, and in some cases, thousands of years in how militaries run organizations – and now the SBR Foundation.

In application, our military principle goals are the same as any other executive team; getting people to execute successful missions.

As an overview, our executive leadership business model will always be guided by the following – and then some:

- **Absolute Ownership** of everything in our animal welfare world. There is nobody else to blame.
- **No bad teams. Only bad leaders.** This is one of the most fundamental and important truths at the heart of our Absolute Ownership.
- **No Ego.** Our leaders are not driven by ego or personal agendas. They are simply focused on the mission and how best to accomplish it.
- **Believe.** In order to convince and inspire others to follow and complete a mission, our leaders must be a true believer in the mission.
- **Plan.** What's the mission? Planning begins with mission analysis. Our leaders must identify clear directives for the team.
- **Keep it simple, but not easy.** The simpler the plan, the more likely your team will understand it, and the more likely your team will succeed. Easy to understand doesn't mean that it's easy to execute.
- **Discipline Equals Success.** Discipline in execution helps our team out-manuever the competition strategically.
- **Prioritize and Execute.** In a chaotic and high stakes environment, prioritize the most important missions and tackle them first. Our standard operating procedures will always be kept as simple as possible.
- **Mission over Men. Standards are what we tolerate.** Not accepting substandard performance is more important than setting loftier standards.

- **Cover and Move.** it is the most fundamental tactic, perhaps the only tactic. Put simply, Cover and Move means teamwork.
- **Decentralized Command.** This requires building trust and continuous information sharing between everyone on the team. Whether you're a manager or a peer, trust the people around you to make decisions in their scope of work.
- **Demonstrated Results.** Conduct post operational debrief after execution. Analyze lessons learned and implement them in future planning.

The next big missions; nested in something bigger than ourselves.

Some seasoned executives are concerned that you can't find foundation work as engaging or rewarding as a for-profit mission. For the growing executive team at the SBR Foundation, that won't be an issue as we're, first of all, built to serve. Enter the passionate animal welfare arena.

GetFixed.org

Sponsored by the Soggy Bottom Foundation and based out of [57 major USA cities \(PDF\)](#), GetFixed.org goal is to in become the largest FREE Dog & Cat Spay & Neuter Program in the USA. Quality medical care that includes free pain medication. No means testing. No restrictions. No out of pocket costs for you or participating Veterinarian.

Why Spay & Neuter?

Straight talk! The single most important thing that we can do to save cats and dogs from suffering and death that their overpopulation causes is to spay and neuter them. Spaying and neutering are routine, affordable surgeries that can prevent thousands of animals from being born, only to suffer and struggle to survive on the streets, or be euthanized in animal shelters for lack of a loving home.

Spaying and neutering makes a major difference: According to documented research, just one unaltered female dog and her offspring can produce 67,000 puppies in only six years. In seven years, one female cat and her offspring can produce an incredible 370,000 kittens!

Furthermore, sterilized animals live longer and happier lives. Spaying eliminates the stress and discomfort that females endure during heat periods, eliminates the risk of uterine cancer, and greatly reduces the risk of mammary cancer. Neutering makes males far less likely to roam or fight, prevents testicular cancer, and reduces the risk of prostate cancer. Altered animals are less likely to contract deadly, contagious diseases, such as feline AIDS and feline leukemia that are spread through bodily fluids.

Communities across the USA spend millions of taxpayer dollars each year coping with problems that a failure to spay and neuter causes. The one-time cost of spaying or neutering is far lower than the expense involved in rounding up strays, feeding and housing abandoned animals, and euthanizing those for whom homes can't be found.

And now, there is NO EXCUSE not to Spay & Neuter domesticated or feral dogs and cats as Getfixed.org launches in 2018, our no-cost program.

Camp Animal

Camp Animal's primary mission will be providing animal welfare disaster relief to those affected by domestic natural disasters. By pairing the skills and experiences of animal loving military veterans and volunteers with first responders, strategic partners, medical professionals, and technology solutions, Camp Animal and our Forward Operating Bases[s] aims to provide the greatest service and impact possible.

Through continued service, Camp Animal seeks to provide our veterans and with three things they lose after leaving the military: a purpose, gained through disaster relief; community, built by serving with others; and identity, from recognizing the impact one individual can make. Coupled with leadership development and other opportunities, Camp Animal looks to help veterans transition from military to civilian life.

Serving the Animal Loving Underserved

In the USA, disasters are a part of life. No corner of the country is spared from severe weather – be it crippling winter storms, catastrophic hurricanes, or unchecked wildfires.

By focusing on underserved or economically-challenged communities, Camp Animal seeks to make the largest animal rescue and reunification impact possible. Disasters represent a massive financial cost, and by providing immediate relief work, free of cost, Camp Animal will aim to help communities begin recovery sooner.

Capabilities and Abilities

With your help and those of our strategic partners, volunteers and supply chain assets, it's our goal to launch **Camp Animal**, a first ever, but urgently needed, animal focused Disaster Response Base Camp supported by one or more forward operating base[s] [FOB]. To include expandable and rapid base camp support services such as 1] Human and animal shelter support services, 2] Full service catering and food service, 3] Internet and Satellite Communications, 4] Project and processing Command Center, 5] Diesel and Gas storage supply, 6] Veterinarian medical facilities and first aid, 7] Solid waste services, 8] Laundry services, 9] Power generation and climate control, 10] Restroom facilities, 11] Motor pool, 12] Animal intake/reunite center, and 13] Media Center.

In closing, the ***Absolute Ownership*** commitment that we are making to this work is not dependent on it being easy or short-term. Meeting all the dedicated animal welfare proponents across the country inspires us to do great work with demonstrated results. We know the foundation will have its share of setbacks. But we feel sure we will have lots of success stories to share in the years ahead. Thanks for your support!

Soggy Bottom Ranch Foundation

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