

The free enterprise economic model rests on these sixteen ideals:

- Private Property
- Freedom
- Dignity
- Voluntary Cooperation
- Responsibility
- Opportunity
- Choice
- Incentive
- Competition
- Efficiency
- Quality
- Innovation & Creativity
- Service
- Productivity
- Integrity & Trust
- Prosperity



A Seventeenth Element
of the Free Market System Is:

RISK

We must understand that risk is
an essential part of free enterprise.

If an inventor, producer, marketer, or seller
is not free to fail,
then he or she is not
free to succeed.