



**JOE COORS FOR CONGRESS
CANDIDATE ANNOUNCEMENT SPEECH
JANUARY 31ST 2012**

My name is Joe Coors, and I am officially announcing my candidacy as a Republican for Congress in this area of Jefferson and Adams counties.

Most of you know my family name but you may not know me. To start with, I am the oldest of the fourth generation of Coors family members – with deep roots here in Colorado.

Throughout my career, I have concentrated on my family, work and community service. This is the first time I have ever run for public office.

After growing up in Golden and graduating from high school, I went to North Carolina State and graduated with a math degree and a minor in ceramic engineering.

I went to North Carolina for a reason that many young men can identify with: I had fallen in love with a young lady from Chapel Hill, North Carolina.

My wife Gail and I got married as sophomores, when I was twenty and she was eighteen. And this year, we are celebrating our fiftieth wedding anniversary.

At the time of our marriage, my family – like a lot of other families – had certain unwritten rules, and one of those rules was that Coors children weren't supposed to get married until they graduated from college – and – frankly my comfortable life style was something I had to consider. Family money versus love. Gourmet meals versus fried bread!

But love won out. Gail and I decided to marry anyway and start our lives outside the family business. I had a number of jobs around Denver. We moved from an apartment to a \$14,500 home in Lakewood. Three of our children were born at Lutheran hospital during this time and I worked for the old frontier airlines in data processing. In 1969, I moved my family to San Diego where I was a systems analyst programmer for the San Diego city school system.

Then in 1973, I felt called to come back to the family business so we moved to Golden and started my career at Coors Porcelain Company – now called CoorsTek. This company produces ceramics for high technology purposes and because of my study in ceramic engineering – this was the perfect fit for me. Over the next thirteen years, I rose in management to become the President and CEO of what is now the largest technical ceramics company in the world. With more than 3,500 employees at 44 plants located in 14 countries, we make thousands of products for thousands of customers.

PO Box 16490 • Golden, CO 80402 • Phone: (303) 526-0811 • Fax: (303) 379-0488

JoeCoors.com

Paid for by Joe Coors for Congress Committee, Tim Beall, Treasurer

These products range from sophisticated hip replacement parts to protective armor for our troops to substrates for automotive electronics. Products that make things better for our lives.

By the way, this company, founded by my great grandfather, has now been in business for more than 100 years, and is headquartered here in Golden.

My Great Grandfather's story is a classic American story. He came to this country as a stowaway on a ship. Our family still wonders how he heard about the American dream way over there in Germany in the mid-1860's. My Great Grandfather's life is similar to millions of immigrants like him. It is with pride and humility that I was allowed to carry on his American dream.

I am running for Congress so these stories are not just from the past, but remain in the present and are part of our future.

I am running for Congress because the American dream is rapidly vanishing as government expands its intrusion in our daily lives.

And now I look at my four children, all of whom are adults, and my eight grandchildren, ranging in ages from five to thirteen, and – for the first time in my life – I am asking: will they – and their friends – have the same opportunity I enjoyed when I started my family and career?

But our nation's history is to always strive for an even higher level of opportunity. That is my vision. If we take certain steps we can create a future of immense opportunities for our children and grandchildren.

How can we create that future?

Opportunity begins with fixing the economy. Today's unemployment is unacceptable. It is simply wrong that over twelve million Americans are out of work and another two million are no longer looking because of the despair that comes with trying to find a job for too long without any result.

Our economy is growing too slowly. The federal government has run a staggering budget deficit well over one trillion dollars for the past three years and projects deficits of that size every year for the next decade.

The federal government is digging a hole of debt from which future generations will not be able to climb and the government does not advertise the financial promises it has made to Americans. If you took all the value of public companies traded on every U.S. stock exchange – and the equity of every home in America – you would still have to almost double that number to get the amount of unfunded liabilities the government holds for future generations. This is unconscionable. I ran a public company. If I did what the federal government is doing, I would have gone to jail.

The road back from this recession is not more government and stimulus packages: It's more entrepreneurship. We have to empower free enterprise to create jobs and generate the growth to turn things around.

There's a paycheck deficit in this country. We need more private sector jobs – each with a regular paycheck. We need rising incomes, not declining incomes like we had between 2009 and 2011. Real household incomes today are equal to those in 1996 – 1996! Think of that. We have not grown median incomes in this nation above the levels we had fifteen years ago.

My experience in business taught me about the decision making process that goes on in a CEO's mind when he or she weighs the costs and benefits of building a new plant, buying new equipment or hiring new employees. It's not easy. Major risks are present with every decision.

We should pay attention to Ken Langone, one of the founders of Home Depot, who said recently that if he had tried to start Home Depot with the kind of regulations that exist today, Home Depot may not have ever started. That comes from a man who helped create a company that currently has more than 325,000 employees.

Can there be any doubt that the slow job growth we are experiencing, and the decline we have had in manufacturing, has any connection to the United States having the highest employer tax rate in the developed world? Or that business has been subject to a record number of new regulations from the current administration?

There are two distinct choices for voters this year.

The first option is to continue the expansion of federal government both in size and scope, placing control of far too many decisions in the hands of bureaucrats. This is the voting record of the incumbent and the liberals in Washington, D.C.

I believe the best option is the second option: Free enterprise with limited government – that allows men and women to start and grow their businesses as large as their dreams will carry them. This formula has made our economy the largest in the world.

This is what I will champion in Congress.

We can reach an even higher level of greatness for our nation. We just need to believe in ourselves more than a false security that comes from dependence on government.

Wasn't it John F. Kennedy who said: "Ask not what your country can do for you. Ask what you can do for your country?"

What Obama and the liberals do not understand – but what I believe Kennedy understood – is that business owners do a lot for their country when they make their payrolls – and pay their taxes – month after month – week after week.

My campaign will be based on jobs, the economy, and responsible government spending. I will champion the rights of the individual, and the spirit of the Constitution. I will always champion the greatest freedoms of all – The right to life, liberty and the pursuit of happiness.

So, what is it going to take to send me to Washington as your Congressman? It is not going to be easy, especially taking on an incumbent.

The quickest way for me to explain my strategy is to let you know one more thing about me:

I like to play basketball. As you know, it's a team sport.

It's the easiest way for me to explain how I will run this campaign. So I ask you to be part of the Joe Coors for Congress team, beginning by simply letting me know that you'll vote for me in the election on November 6, 2012.

Our team of course is also looking for volunteers. Whether it's putting up a yard sign, volunteering at my headquarters, or helping us contact your neighbors – we need you! Just putting a bumper sticker on your car or truck will go a long way to help build our team.

Lastly, let me say that just as with every endeavor I've ever been involved with in business, I'm looking for stakeholders – people who will help me pay for the advertisements and other expenses to ensure our victory.

No matter what amount you are comfortable with contributing, whether it is just pennies or a few dollars or the maximum allowed by law, I want you to know that I will always be as grateful for your financial support in this election.

I am serious about winning this election, and I hope I can count on your vote in November.

And one last thing for the record: We are one nation under God indivisible with liberty and justice for all and I am one candidate who will never be ashamed to recognize this fact.

Thank you and God bless America. Now I'd like to bring up my wife and family to come up and share this special moment.

Thank you.