



## Ken King column: Thanks for the priceless contribution

May 30, 2010

We have all seen the MasterCard ads on television: The price of something; the price of something, the price of something, and the final result — PRICELESS.

The other day I was talking to a close friend, and he asked me how someone who is busy working and caring for and spending quality time with his family can keep up on current events.

He was concerned about all of the economic and political things going on in the world and how they would impact him and his family. Without taking a breath he asked: "How do you deal with the greed all around? How to know if anyone is telling the truth politically? Who can you really trust? Everything seems to be about money."

He shared political commentary and his views, his concerns for his family, his freedoms and justice.

I know you will find this hard to believe, but I didn't have any answers. But it did cause me to reflect on his comments.

I have had the opportunity to travel outside the United States a couple times. I have seen my fellow Americans act like they were entitled to special treatment, that their way was the right way. They feel that if you have money, you should be able to buy anything and everything. Even our politicians act as if the solution to a problem is to throw enough money at it, and it will either get better or go away.

But then a veteran **selling** poppies approached me, and my thoughts changed from all of the problems I was confronted with that day. I started reflecting on the price paid by our veterans and those in service to our country. I know this weekend my dad will be selling poppies in my old hometown. My grandfather fought in World War I, my dad in World War II, my friends in the Korean War, Vietnam War, Desert Storm and now Iraq and Afghanistan.

As I reflect on the conversations I have had with these people over the years, I am amazed at the stories they tell about the people they have met and

the impact they have made as heroes and ambassadors throughout the world throughout the decades.

These men and women, family members and friends have paid the price for our freedoms in this country. In particular, the freedom to speak my opinions, the freedom of life, liberty and the pursuit of happiness, (happiness is not guaranteed, just the freedom to pursue it) and the freedom of religion.

So let me paraphrase MasterCard: Protective fighting gear, \$1,200; personal armament, \$1,600; mess hall meals three times day, \$25. Knowing you have protected our personal freedoms — PRICELESS.

Tomorrow we celebrate and pay respect to those individuals who have paid the ultimate price for our freedoms, the contributions of those who served and the sacrifices they all have made.

Thank you, and God bless you and your families.

**Need answers to your financial questions? Write Ken King, executive director of Family Service Association, at 1930 N. Eighth St., Sheboygan WI 53081 or e-mail him at [ken.king@excel.net](mailto:ken.king@excel.net). Family Service Association is a United Way agency that helps people improve their financial stability and quality of life by providing education, counseling, advocacy and financial management programs**

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Your daughter insists on wearing her princess costume to the grocery store. Allow it or not?

**YES, at least she's dressed!**

**NO, I have some rules!**

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