



Rich Lepoutre · 90 Main Street, Suite 213 · Centerbrook, CT 06409 · 850.857.9000 · rich@statware.net and www.richlepoutre.com

I have more than once been asked by different people (including family) at different times just what it is that “I do”. Well, the truth is that the answer depends a lot on where and at what time of the day you ask me. So, I took a document that I originally created for my Mom as a cheat sheet (so that she could tell her friends about what her first-born was up to “now”) and published this public version. I hope it helps you get to know me and the things that I care about... and what we might have in common.

The Family, Companies and Projects...

Family. I am the father of four adult children and husband to Debbie for 37 years and a new grandfather. My wife and I have been Foster and Adoptive parents, active in youth and prison ministry, Foreign Exchange Student Program and a variety of local community projects. And somehow when the wounded bird, cat, opossum... and more than one lost kid landed at our door, it was our great privilege to be at home. Wonderfully, some never left.

Professional. I am a “serial entrepreneur” like my father before me. For 35 years, I have been blessed to be able to pay my bills in various marketing, technology and media ventures, as either President or Founder. It has been my professional fortune to innovate and even [invent](#) largely out of sheer necessity and the pure “why not” of it. My early years in direct marketing have now been added to with work in marketing technologies, social media, web strategies, as well as independent film-making. What I most treasure about it all are the friends and relationships that inevitably came from each. The companies are: Statistics, [Statware](#), Publishers Marketing Group, [CauseACTION](#), [PoliticallyDIRECT](#), [eTRUSTMarketing](#) and [Dreyfus Films](#).

Causes and Advocacies. My wife and I love kids, support soldiers and their families, believe that all life is to be protected, do daily battle with sexual abusers and do our best to oppose those who would undermine individual liberty and personal responsibility. We don’t always prevail but we try to always swing at the ball. And so, I have leveraged my business experience, resources and personal network of friends and associates in the fight to end abortion [Red Envelope Day Campaign](#); [commercial sexual exploitation](#) and human-trafficking [Stop Online Exploitation](#); [Men Against Prostitution and Trafficking](#); sexual abuse of children on the web [Stop Child Porn on Facebook](#); and in support of soldiers and their families [March of Honor](#) and our [well-received film, “The Fence”](#) and the [“Honor Bound” reality TV Show](#) (being developed now with the help of the Pentagon).

Political. I fight the encroachment by government on personal liberties at every turn and opportunity. I believe the enumerated rights of our Constitution were designed to protect us FROM an overpowering and controlling government. As such, I believe we are at a very dangerous cross-road as a nation and that "a government big enough to give you everything you want is a government big enough to take from you everything you have". I believe in community and individual responsibility and yes, I believe in the “safety net” for those who are legitimately in need. However, some 50-odd years after Kindergarten, I can count on one hand the things I think government does better than what conscientious, motivated citizens do for themselves and for others, every day. In my first-hand experience at MANY levels of dealing with government bureaucracies, I can assure you that almost everything a bloated soulless government touches, it ruins. There is almost no logical or business argument you can make for government’s failure to effectively deliver the services it pledges. Not Social Security, Medicare, Medicaid, Amtrak, The Post Office, Department of Education, State Children’s Welfare and the list goes on. If you can think of an exception, please let me know and I will add it to my other hand.

And so, I routinely agitate family and friends on the subject of the false narratives that I believe so many have come to take as “gospel”. Most of my family and friends still love me... some have even changed their minds. My advocacy work has me regularly on “The Hill” in DC and in Hartford, CT. I can say unequivocally state that what Mark Twain said about the law and [sausage-making](#) is all true. My most recent business venture in the political world [PoliticallyDIRECT](#) now provides marketing, data and communications services to conservative/Republican campaigns and their agencies at both the Presidential and State levels. You can also learn about specific legislation that I and friends have written [here](#) and [here](#).

Complete details and contact information at my [personal website](#)

