

U.S. NATIONAL DEBT AS OF:

July 2024

\$34,887,656,124,071

July 2022

\$23,900,109,744,912

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Our CFO'S:

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Where's The Line in the Sand?

It's a question we all ask or get asked at some point, usually

when a difficult decision is approaching. While it can be applied to almost any type of decision, in our world it's often a financial decision – closing a location, eliminating a product or service line, dealing with an employee, vendor or customer problem. But that is the *figurative* use of the question. Today, we're talking about the question literally. Like your kids say every 3rd word. :)

And the answer, as it turns out is in NEOM, Saudi Arabia. More on that in a minute.

I'm not sure why, but enormous, over the top, boondoggles of money get my attention.

Last year, I highlighted the debacle that is the **California Bullet Train** in this article bit.ly/3S1xEGG. If you don't remember, this is a high-speed train development to connect San Francisco to LA, that has become a gigantic money pit with enormous engineering obstacles to overcome (passing through mountains). A little over a year after that article, there's still no end date identified, they haven't figured out how it will be funded, and no segment is operational after 15 years of work. Here's the latest on the 'Train to Nowhere' from the LA Times <https://bit.ly/3LkiC12>.

Not to be outdone, Saudi Arabia is building "The Line". . . in the sand. Literally. But it's not a high-speed train; it's a city. **A 106 mile long, 200 yards wide, mirrored, one building city, taller than the Empire State Building.** And as the name implies, it's in a straight line (see image below). If this is news to you, google it or check it out here <https://www.neom.com/en-us/regions/theline> and prepare to have your mind blown.

This project is crazy. It's part of their Vision 2030 initiative to move away from dependency on oil. If you've got a minute to see all of the large-scale projects the Saudi's are planning, this video is also fascinating. https://youtu.be/kwATrDMJ-oQ?si=Fhm_3Acw824II-xt

The Line has been under construction since October 2021 (almost 3 years) and has mostly resulted in moving sand around so far. Unlike **Bob Seger** and his 1968 hit, I am not **a Ramblin' Gamblin' Man**. But if I was, I'd take the 'over' on the following:

- The project completion date (currently 2039, moved from 2030);
- The budget (\$1.5 Trillion)
- The date they project to have 1M of the total estimated 9M residents living in the city (2030)

All of which have already changed since the project launched, and will likely continue to change. But I will be watching with anticipation to see if this futuristic city in the sand ever materializes.

See p. 2 for some additional 'fun facts' about The Line.

What does this have to do with finances? Not much, honestly, but it does remind us of the **sunk cost fallacy** many of us learned about in college. The California bullet train is the current poster child for the sunk cost fallacy. But given time, The Line could be the next and biggest example. Time will tell if a futuristic mirrored city materializes, or if the Saudi's eventually reach their line in the sand regarding the construction of The Line in the sand. 🤪 **Have a great summer!!!**



Todd Rammler

What's Happening?

Cars & Cigars Smoke Detroit!



Dan, Todd & Dennis
enjoying a cocktail!

The 10th annual **Cars & Cigars Charity Event** was held at Freedom Hill on June 6th. This amazing event is sold out every year, raising money for the Celani Family Foundation & Hunger Free in the D. We had an amazing time and made some great connections!



Dinner with friends for a great cause!

College Visits!



Todd's daughter Rachel visiting the top 2 contenders for Fall of 2025—**Michigan State University** and **Grand Valley State University**.

Not pictured: **Stanford University** (eliminated by Dad due to out of state tuition) which we visited 2 years ago (shhhh!)



"There are three ingredients in the good life: learning, earning and yearning."—Christopher Morley, American Journalist & Novelist

Fun Facts about "The Line":



Artists rendering of The Line

- **THE LINE** will eventually accommodate **9 million residents**
- The project is estimated to cost **\$1.5 trillion**
- To counter the earth's curvature, the mirrored 'side scraper' is slated to be built on struts
- Year-round climate control of all indoor and 'outdoor' spaces
- A five-minute walk to all amenities
- No roads, cars or emissions, it will run on **100% renewable energy**
- The Line will have high speed rail traveling the **106 mile** length end to end in **20 minutes**

Sweeping Up More Interest Income...Easy Money!

During these times of higher interest rates, it can be a blessing or a curse depending on which side of the fence you're on. Not so good if you want to borrow money, but good for those who have money to invest.

Now you might think “**we don't have extra cash sitting around to invest**”, but chances are you have a business checking account that typically has a balance to cover your daily working capital needs. So, did you know a business can automatically earn daily interest on their average balance held in their regular checking account when they set up a Commercial Checking Sweep Account (CCSA) with their Bank?



So, what is a Commercial Checking Sweep Account and how does it work?

- **Checking Account:** The core of a commercial checking sweep account is a regular checking account that businesses use for their daily operations. This account allows them to deposit funds, pay bills, and manage transactions as usual.
- **Sweep Account Mechanism:** The "sweep" part of the account involves automatically transferring funds between the checking account and another account (often a savings account or a money market account) based on predetermined criteria. These transfers are typically done overnight or at specific times during the day.
- **Purpose:** The primary goal of a sweep account is to maximize the interest earned on the business's idle cash. For instance, if the checking account balance exceeds a specified threshold (like at the end of each business day), the excess funds are swept into the linked savings or money market account.
- **Interest Earnings:** Funds in the savings or money market account usually earn interest, which can be higher than the interest earned in a regular checking account. This allows businesses to earn a return on their idle cash while still having it readily available in the checking account for daily operations.
- **Automatic Nature:** The process of sweeping funds is automatic and typically managed by the bank or financial institution where the sweep account is held. Businesses can set parameters (such as a minimum balance threshold) to determine when funds are swept and how much is transferred.

Welcome New Clients!

Workfolio

Personal Websites &
Branding

<https://www.workfolio.com/>

Glacier Consulting Services

ISO & R2 Certification Compliance
Consulting Services

<https://glaciercs.com/>

American Photo Marketing

School Pictures & College
Graduation Photos

<https://apmphoto.com>

Zero Tolerance, LLC

CAD/CAM Engineering &
Product Development

<https://www.zerotolerancenc.com>

TCR Integrated Stamping Systems

Integrated Metal Stamping Solutions &
Systems

<https://stampingsystems.com>

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NEWSLETTER

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