



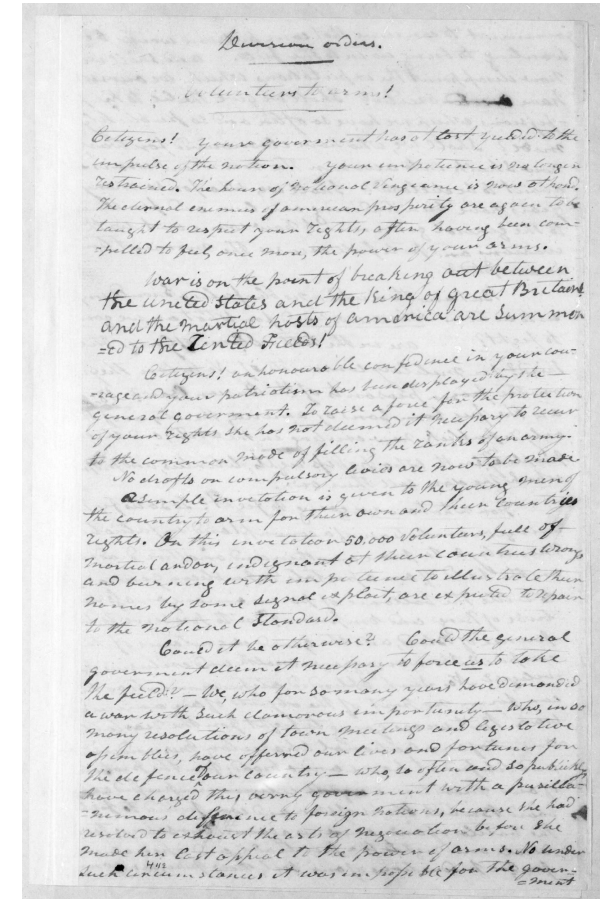
Who are we?: Andrew Jackson and Russia

Erin Adams, Director of Education
Truman Library Teachers' Workshop
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Jackson on Russia

Who are we? and for what are we going to fight? are we the titled Slaves of George the third? the military conscripts of Napolon the great? or the frozen peasants of the Rusian Czar? No—we are the free born sons of america; the citizens of the only republic now existing in the world; and the only people on earth who possess rights, liberties, and property which the[y] dare call their own.

--Orders to the 2nd Division Volunteers,
Tennessee Militia, 7 March 1812





Inherited World

- Collapsing and Expanding Empires
- Post-Napoleonic Wars Europe
- Pacific Coast and Asian Trade

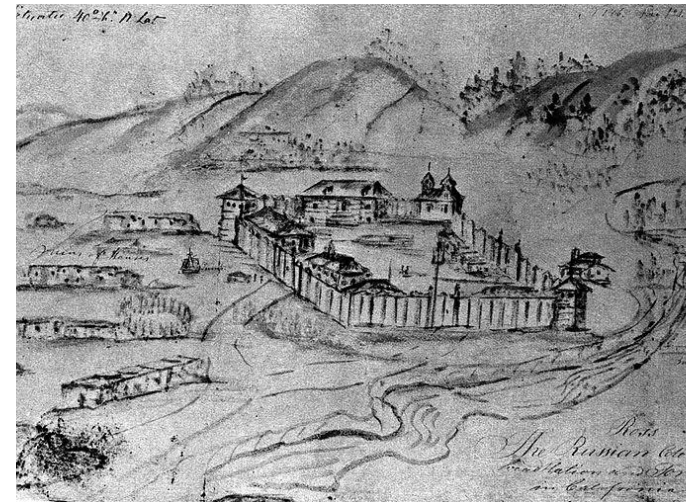
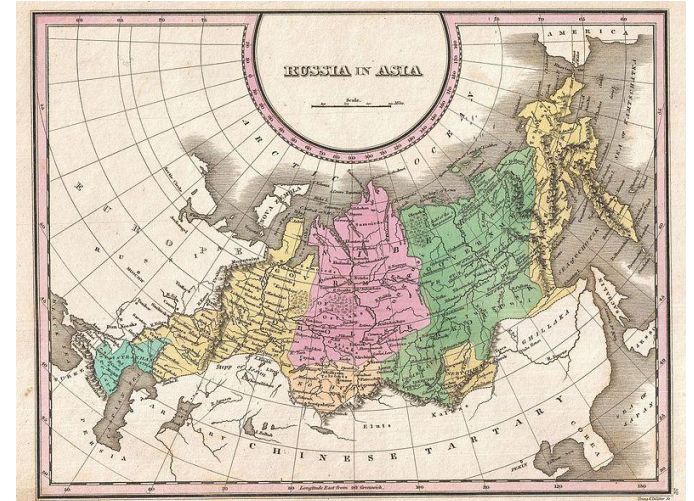
Inherited Nation

- Department of State
- Indigenous Nations

Russian America, by 1830

- Alaskan Fur Trade and Permanent Settlements, 1784
- Competition with Spain and Great Britain
- Alta California and Fort Ross
- Russian-American Company, 1812-41
- Fort Ross purchased from Russian-American Co. by John Sutter, 1841

Images from Library of Congress, 1843 image of Fort Ross included in HABS Survey



United States of America, by 1830



Jackson and Russia

Purchased from Amy Rich Jackson, 1911.

Rumored to be a gift of Tsar Nicholas 1

Bronzed terra cotta with silver lustre overlay



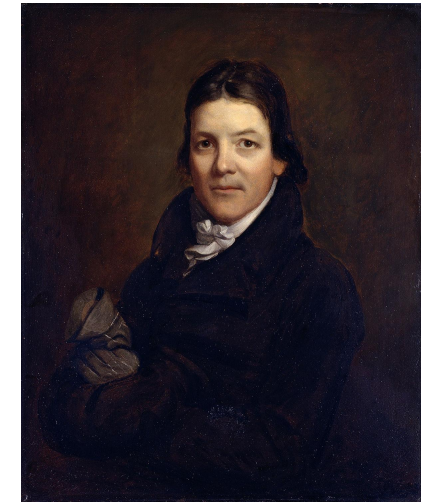
Diplomacy in Russia: Disaster and Suspicion

John Randolph of Virginia

- May-September 1830
- Jackson's Message to Congress

James Buchanan of Pennsylvania

- Must resolve Randolph's loose ends
- Convince Tsar Nicholas I to resolve dissatisfaction with Tariff of Abominations
- Encourage Russia about the future of Europe
- Determine Spheres of Influence





Jackson, the fortunate successor?

- Concessions for American shipping, regardless of origin of goods
- American extradition of defecting Russians
- Disadvantaging French trade
- Overlapping of spheres of influence
- An equal Russia and an equal United States

"The friendly relations which have always been maintained between the United States and Russia have been further extended and strengthened by the treaty of navigation and commerce concluded on 1832-12-06, and sanctioned by the Senate before the close of its last session. The ratifications having been since exchanged, the liberal provisions of the treaty are now in full force, and under the encouragement which they have secured a flourishing and increasing commerce, yielding its benefits to the enterprise of both nations, affords to each the just recompense of wise measures, and adds new motives for that mutual friendship which the two countries have hitherto cherished toward each other."



*A most
Jacksonian
conclusion*

SWOT ANALYSIS TEMPLATE

STRENGTHS

- What do we do well?
- What do our customers say we do well?
- What is our unique selling proposition?
- Do we have strong brand awareness? Customer loyalty?
- Supplier, distributor, influencer relationships?
- What proprietary or unique assets do we have?
- What skills do we have that our competitors don't?
- Strong capital?
- Do our profit margins compare to industry benchmarks?

WEAKNESSES

- Where can we improve?
- What do our customers frequently complain about?
- Which objections are hard to address?
- Are we new or not well known?
- Do we have any limitations in distribution?
- Are our resources and equipment outdated or old?
- Are we lacking in staff, skills, or training?
- Do we suffer from cash flow problems? Debt?
- Are our profit margins smaller than industry benchmarks?

OPPORTUNITIES

- Do our competitors have any weaknesses we could benefit from?
- Target market growing or shifting in our favor?
- Is there an untapped pain point or niche market?
- Are there upcoming events we could benefit from?
- Are there geographic expansion opportunities?
- Are there potential new sources of financing?
- Industry or economic trends that could benefit us?
- Social or political trends that could benefit us?
- Any new technology that could benefit us?

THREATS

- New competitors or expansion in existing competitors?
- Is our target market shrinking or shifting?
- Could any indirect competitors become direct competitors?
- Industry or economic trends that could work against us?
- Social or political trends that could work against us?
- Any new technology that could work against us?

Using SWOT Analysis for Understanding

- Start with Strengths & Weaknesses
- Test SW in light of Threats & Opportunities
- Questions:
- Confusions?
- Competing Goals
- Mutual Benefits