



Maplewood, NJ USA

The Ideal Almanac

The Official Information Source of Ideal Jacobs Corporation



Xiamen, China

Issue 60

Written by Andrew Jacobs

IDEAL JACOBS CORP.

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Welcome

Hello and welcome to the November Edition of the Ideal Almanac.

Weather

The weather here in New Jersey has suddenly cooled down so now it feels like autumn with our trees turning color and losing their leaves. We just had our first frost and Thanksgiving is fast approaching.

Business

It has been a very good year for us. Our manufacturing centers, Ideal Jacobs US and Ideal Jacobs Xiamen, are doing very well. Our newly opened distribution centers in Mexico and The Netherlands are increasing our sales and customer bases throughout their respective regions and we are very pleased with their progress. Our label business grows stronger and is the

foundation from which we can move into other areas.

One of the advantages of our company being a family business is that we have seen many cycles in the economy. With the current problems facing sub-loan mortgages, increasing oil prices and other general financial fears it looks like some tough economic times might be coming. From our perspective the best course during these periods is to have as little debt as possible and diversify us into as many new areas as is economically feasible. People are always much more willing to listen to less expensive alternatives when the economy is pressing them to be more efficient and cost conscious.

It is with this in mind that we are launching into a new product line; we will be producing gaskets. Whenever

I travel to customers anywhere in the world, some of the first questions I ask are: What items are you having trouble buying? What suppliers are not responding well? What areas would you like us to be in? Over the past several years the resounding answer has been gaskets. This is why we have decided to go forward and start buying the needed equipment for this new venture. Test manufacturing is tentatively planned to begin at our China facility in January. We plan to begin making EMI shielding based fabric over foam gaskets and then branch out as needed. In an effort to see where our first markets will lie we are polling our customers to see which specific types of gaskets they would like us to manufacture.

It is always thrilling, interesting and frustrating to go into any new area

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Ideal Jacobs Corp. well represented at Wembley Stadium

By Vincent Santoro

Pictured are Alice and myself during half time intermission at Wembley Stadium in London on October 28, 2007. We traveled across the pond to see our beloved NY Giants face the Miami Dolphins in what the NFL hopes will be something big. The idea is to promote American football in Europe by having teams face one another in stadiums all over Europe. Alice did a great job of 'representin' wearing a Phil Simms jersey while I on the other hand look more like "Poppa Smurf visits Wembley" than a football fan. If it's any consolation there is a NY Giants logo somewhere on that hat I'm wearing.

Also in attendance were Alice's husband Mel, her sons David and Gregory, their significant others, my son James, my cousin Barbara and her daughter Sheila.

David and Sheila both live and work in London so if you're still following me, this was not just a football game but a bit of a human interest story as well. Alice's group sat across the stadium from my group and had we been any higher we could have boarded the plane for home without it having to land.

It was truly a festive occasion and Wembley did much to enhance the

experience although it was a bit odd tailgating without a car or a parking lot. I wish the game would have been played at a more fevered pitch to help better sell the idea but field conditions were horrible as a result of the rain and neither team really has an explosive offense. Londoners, along with everyone else in attendance, seemed to enjoy the presentation and being a devout Giants fan, I will gladly take the win.

London is a fabulous place and we all managed to do our share of sight-seeing and some shopping. Harrods makes all other department stores, no matter how swank, seem like the Dollar Store. I found a pair of men's shoes there that were a must have but I did not purchase them as the \$8,000.00 USD price tag was a bit of a deterrent. I settled for a bite size Harrods chocolate bar at a cost of \$5.00 USD. It was so small I mis-

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Let's Go Giants!! Showing off their pride for the New York Giants, Alice Prager and Vinnie Santoro pose for a snapshot during halftime at Wembley Stadium.

Beyond The Road to China

Chapter Three (Part Four)

3/24/06

Friday, 7:24AM EST (continued)

I am always extremely cognizant of being able to reach a restroom easily. Therefore, I had no problem with her request. Her name was Kathleen or Kat as she likes to be called. It turns out that Kat was a medical doctor, had a PHD, and was also a professor in Texas. She went around talking about diabetes, and how it is quickly becoming one of the great medical problems worldwide. The higher the standard of living a country achieves, the more prone it is to obesity and hence diabetes.

She showed me some charts as to what was happening, and it was scary to see half of the US population will be obese by the year 2010. That is a frightening statistic, one that does not bode well for our country or the world. The health related costs will be staggering. She gave me food for thought: the idea that the better we paid our workers in the US and China, the more I was potentially exposing them to the dangers of being overweight. This is especially true in China, where there was such poverty for a long time. Being overweight is a sign of affluence there, and one that is ascribed to. I realized by paying a good wage to our workers, we are potentially exposing them to great health risks.

Should I pay our people well? If I do then they might become obese and sue me; if I don't pay them well, I am a bad boss. As an employer, what can I do, since I would then seem to be going in all directions? I think the main thing is to lead by example. I consistently work out and watch my diet. The combination of those two things, not to mention being incredibly paranoid about being seen in a bathing suit, helps me to stay in shape. That goes back to when I was a child, and was "hefty" for my age, but that is another story.

It seems that with higher standards of living and more choices, there comes more responsibility. People cannot just do what they feel like, simply because they can economically afford it. All choices have consequences. As we move forward as one world, those choices become more complex and their results become more widespread.

Kat obviously cares a great deal about her job. She can try and help people

by giving them her research, but she can't force them to act. I will say that after seeing all these statistics, the health care area will be booming for the long term, regarding all types of products that will be needed.

3/24/06

Friday, 1:35PM EST (4:35AM Japanese time) - In Flight

We are on our way to Osaka. So far, I have only forgotten my regular glasses. I brought the glass case but it was empty. Hopefully I still have my sun glasses in my suitcase. I also forgot to bring money for the different countries I am visiting, but I fixed that by going to the money exchanger for Japan, Singapore, and China. They did not have any for Malaysia, however. When we arrive there I will get some paper money or use credit cards.

I am sitting next to Laura from Kentucky. Her husband works for a liquor company, and she is an attorney. She was born in Costa Rica and is fluent in several languages. Being able to learn languages has always impressed me. The ability to readily master new ones is one I will never have. Of course, my substandard attempts at Spanish do give huge merriment to my Hispanic employees. They do appreciate the attempt, so all is not lost. We have about thirteen hours to go. I may have time for a walk and go swimming at the hotel, if they have an indoor pool.

3/24/06

Friday, 3:38PM EST (6:35AM Japanese time)

Long flights bring out some strange thoughts and emotions. My mom is undergoing an operation on Monday. Although it is not threatening, it is serious. It brings me back to when I thought my dad was going to die. Within a few days I wrote a eulogy for him, and when he did not die, I showed it to him later. He liked it, in the idea that maybe by writing it, it had postponed the event. Here is one for my mother:

When we put a quality control system in our company, we needed interior auditors; people who could come in and check to make sure that we were following the systems in the manner that was required. You had to be certified as an interior auditor, and I asked my mom to go to auditing school, so we could both check on the company. It meant going to Texas, but she was up for the adventure. She did so well in the course that the head of the school talked about offering her a job. As the years went by, she would

come in for the audits and my people would be close to cardiac arrest because she missed nothing. She never hesitated to say when things weren't clean enough, good enough, or where they could be better.

There was a lot to my mom, including being an incredible wife, mother, and homemaker. As I have often said to my wonderful wife, she was home-base for my dad and for us kids, as we grew up and beyond. What are the gauges of a successful life? To be loved and be loving, to have trust and be trusting, to give and be giving, to excel in the areas that mattered to her, no matter how diversified. Successful? Yes. I love you mom.

As long as I was doing this, I figured I should also write one for my in-laws. Hopefully, when this book is ready to go to press, I will not have to use them.

For my father-in-law, Jeffrey Aaron: When you get married, you marry the whole family, which is how I got Jeff as a father-in-law. Our initial meeting was stormy. We had gone over to Barbara's in-laws, Myrna and Norman, for Sunday brunch. I was introduced to the family less than eight weeks after Wendy and I started dating. We knew we were going to get married, even at that time. Therefore, I was pretty nervous. I met Jeff and the first thing he asked me was how my father was going to make sure he evaded as many death taxes as possible, to insure that most of his money went to his kids. I did not like the question and answered that I had advised my father to spend every cent he had, so

the problem would not come up.

Jeff looked at me like I was from Mars and promptly stuck me with the name "flake," again something I did not like. Things were not going well. Later that day I was hopeful when he, Bunny his wife, Wendy, and I went to play tennis. As we started, I was playing with Wendy and Jeff started hitting the ball over her head on purpose. This was again something I did not like. By this time, I was getting really angry and I asked him to stop. He replied that she was his daughter and he could do what he wanted, and asked me what would I do about it? Figuring that there was no way to get along with this man, I was about ready to stop trying. It was my turn to start serving the tennis balls. I told him that if he kept up this behavior, the first serve would be twelve inches from his head and the second would be straight at him. At this point, I figured we were done and I was ready to hurt him for acting the way he did.

I served the first ball, and it missed his head by about twelve inches at a very high speed. I am a good tennis player. I knew by his look that he wasn't going to change, and I figured I was dead anyway, so I was about to rocket the second ball at his face when he started to smile at me. Apparently, I had passed the test and we were suddenly great friends from then on. Life with Jeffrey was never boring or dull; something was always up. As Wendy and I progressed from dating to planning our wedding, I asked permission from both sets of parents be-

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Ideal Jacobs at Wembly Stadium

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placed it before I got to eat it. The food prices forced my son and I (voracious eaters that we are) to go to bed hungry each night. Tony Siragusa, former Baltimore Raven turned Fox NFL announcer, had the same complaint but I doubt his budget was similar to ours. I never thought at this point in my life I would find "fish and chips" unaffordable! Alice and Mel returned home on Monday as did my group. When I returned home I ate with such ferocity I ended up at my orthodontist the next day for repairs.

All that aside, it truly was a great experience and I'm sure Alice will be back periodically to visit her son. I will be sure to return to London if I ever win the New Jersey Lottery. It was also a nice change to visit a foreign country

where English is spoken despite what Channing Crowder of the Miami Dolphins thought. (In a press release on Tuesday before the game, Crowder stated he did not know people in London spoke English.) He was just trying to be funny....I hope.

I am finishing this article from my hotel room in Shenzhen, China on November 11, 2007 and through the internet I have just learned of the Giants loss to the Dallas Cowboys..... Oh well at least I was not home to see it. Stay well and enjoy the rest of the football season. If ever you attend a NY Giants home game at the Meadowlands come join our tailgate in lot 16A. There is always plenty to eat and drink and I promise you will not go to bed hungry afterwards. 

Beyond The Road to China

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fore we would go further. My parents, I knew, were not a problem since they loved Wendy from the start. I was not so sure about Jeff. Therefore, after Passover dinner about twenty years ago, she had to eat with my family before I would ask her to marry me. Why, I don't remember, but she did. I then said we had to leave and I asked her to marry me in the car. She said yes. Then we had to go out to Long Island, so we could get permission from her parents. Bunny, as always, was wonderful. I had no doubts she was okay with it, but I was not a hundred percent sure with Jeff. He and I sat down and I asked his permission to marry his daughter. I said he could ask me any question that day and I would answer it. The only thing he asked was how much money I made. He was satisfied with the answer and proceeded to tell me how to handle his daughter. "Don't spoil her," he said. "I spent a lot of years making her the way she is, don't mess it up." He then asked what I would have done if he had said no. I said he would have delayed the wedding, giving me more chances to work on him.

Welcome

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and I am sure that gaskets will continue in this trend. Happily our crew in China is up for the challenge and will be able to handle all of the technical and logistical problems. We see a big potential and we are going after it. We think we can offer savings of at least 20% from current market prices, which is enough for our customers to take notice and give us support. We will report more on our progress next month.

Speaking of EMI shielding, the test results should be in next month on a group of the plastic filler panels and drawer fronts that we have prototyped for one of our customers. We have samples out at another location and if the results are positive then sales in this new area should become substantial for 2008. Most of our new product lines take time; patience is often the hardest part of the project. Still, we can offer substantial savings substituting injection-molded parts with our patent pending EMI shielding system over comparable metal versions.

Non-business Related Business

One of the great parts about being in your own business is that you are always being exposed to new ideas and business ventures. Most are not good fits but occasionally one has the

Jeffrey dealt with power; if you were tough with him and gained his respect, he would do anything for you. If not, he would run right over you. I have seldom had a more loyal, trusting friend who was a little crazy and full of strange behaviors, but that can describe many of us. I do know if I called him, anytime from anyplace, he would come help me as I would for him. It is rare you meet someone like that, and still rarer to have that person be your father-in-law. Although not everyone saw the good side, I am glad I was one of the lucky ones who got to see it most of the time. I will miss you, Jeff. I doubt I will ever pick up a golf club and not think of you. I am glad I got you when I got my wife.

For my mother-in-law, Bunny Aaron: Bunny was cool. Mention anything in the arts and she had probably done it multiple times, and in various places in the world. She is the only person I ever knew who followed the Ring Cycle. She bicycled through the south of France, went ballooning and walked the Great Wall of China. She was up for anything regarding a new adventure, not your typical mother-in-

potential to work out. A few years ago my business partner Ben Meng told me about a medical system that was able to cure cancer. Although I did not pursue it at the time, Ben brought it up again when we last met in Mexico and I began to research into it more.

The Super Gamma System was created in China. In the simplest terms there are a group of pipes that shoot streams radiation into a patient's body from different directions. By a single tube the amount of radiation coming from one pipe is virtually harmless but when all the streams meet into one concentrated zone then the radiation will kill cancer and destroy tumors.

From what we know so far this Chinese machine is cheaper, costs less to maintain and is able to work on more parts of the body than other types in operation. Ben, Vinnie Santoro, our head of Global Manufacturing and I are meeting at the company's headquarters in China next week to review this product. If we can come to an agreement then we will be in charge of their international distribution and it will be up to us to bring the machine's benefits to the world.

I went to a funeral this week for a woman in her 50's who died from cancer. I watched as her husband and

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law and grandmother. When I first met her, I figured she was an extremely strong willed woman who was used to getting things her way, and not having to wait too long to get it. As I grew to know and love her, I also found out that, in addition to being exceptionally strong, she also had a heart of gold, and an extreme sense of right and wrong. She was someone you could trust everywhere. While we always respected and liked each other, I think we truly bonded when she was in France alone on vacation. Her credit cards had gotten messed up, and the hotel would not let her leave. She called us about four o'clock in the morning, and I asked her to put the hotel check-out man on the line. I told him I would give him my credit card, and he started to give me an attitude about needing me to go to my office and fax him a copy. I strongly suggested he take the number and let Bunny move on. I convinced him. From that point on, Bunny and I formed a mutual admiration society that continued to blossom.

Whatever she needed, I did. And whatever I needed, she did for me. She really loved having my company's shipping department at her beck and call. It was a perk I was glad I could supply. When we came to visit or had any contact, she always made sure I was taken care of in every way. I would have done anything for her. When I think of her, it normally goes right to Tanglewood in the Berkshires. She loved it there, and I think it was the place she was the happiest. I loved her as my mother-in-law, as a person and as my friend. I will miss you Bunny.

3/24/06

Friday, 6:51PM EST (9:51AM Japanese time)

About six and a half hours to go. I have gone into my food supplies, and I am just finishing a triple-decker peanut butter and jelly sandwich, to be followed by a banana. I am low on power, and it is time to fish out my other battery. Normally, on a Friday afternoon, I would leave the office about 4:30PM to play tennis with my brother. True, he is my brother, but he is also my good friend.

By this time, I would have already been home, eaten dinner and found out if I needed to drive Kayla anywhere for an evening activity. She would normally repay me for the effort by saying 'thank you' and by telling me that she loves me. I definitely got the better end of those deals.

I just finished a long nap, and will probably not sleep again until I get to the hotel. I hope their pool has warm water. I am feeling homesick, a reaction that will only worsen each night that I am away. I love my life. Being away is a lot of fun, usually filled with high adventure, but I still miss home-base. I have been thinking about the possible Lucent/Alcatel merger. The main question is if it is a merger of equals, or if Lucent is actually being absorbed. If it is of equals, then there will be a large shake-out period of which company dominates in what areas. As the company emerges as a new entity, suppliers such as us will have to find out who will retain the power to buy.

On the other hand, if it is an actual takeover, Alcatel will have the dominance in most areas. They will have the ability to start pushing through their policies, approved suppliers, and ways of doing business. The status quo will be shattered and everything will be up for grabs. Basically, it is the same scenario, only the amount of time it takes for things to change is any different. With our new product line, we would seem to be in a good position to begin to go after more business. In a state of flux, people are usually willing to hear more about change than before. Since their jobs are in jeopardy, those willing to innovate, or seem like they are moving forward, are often perceived as the people to keep rather than let go. Like when the economy is in recession, people who would not normally be interested in change are willing to listen and help put themselves above the norm so they can keep their jobs. We have to be seen as different, unusual and ahead of the market. We have to be able to offer the best price, delivery, service, and be environmentally friendly. It is a tall order for any company.

We are going to be making samples with the new metal/plastic material, and should be ready in about thirty days with new samples. We also plan to launch our new product line in that time, and are gambling that we will be ready. We shall launch to all of our customers. If we are first, fast, and within the appropriate price range, then we should gain some of the market share.

3/25/06

Saturday, 3:36PM Japanese time (12:38PM EST)

Two hours and thirteen minutes to reach Osaka. I finally did it. I am a

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Welcome

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daughter spoke about how much they will miss her. I had the feeling that if we could do anything to help people in similar situations we should do it. If this machine works it will also mean a new area of sales for Ideal Jacobs Mexico, which is a great combination of helping people, saving them money and making money for us.

Books/CD

My latest book, "Beyond the Road to China," has now been distributed and is on its second printing. If you need a copy please fee free to email me at acj@idealjacobs.com and we will take care of it. Happily, the reaction has been positive; we writers have such fragile egos. I am already working on my new book which will be finished the end of this year. Artwork, printing and distribution should be completed by the end of the spring. Included in this issue is the next excerpt from "Beyond The Road To China." I hope you enjoy it.

We purchased some recoding equipment so we can start working on our next CD here as opposed to me going to see my son Ben in Cleveland or having him come here with his equipment. This new CD is tentatively called, "Meditation My Way." I am hoping to have it ready to distribute for the Chinese New Year in January. I have no credentials regarding teaching meditation but I figure if it works and helps someone then it has done its job.

Family

As I write this my wife and daughter are on their way back from visiting a college. Kayla is a junior in High School and will have to make some decisions for next fall as to where she wants to apply. I will be sad when she leave us for the next stage in her education but it will also be fun to have Wendy home to myself.

My eldest son Ben has announced he is moving back home for a while this spring after he graduates until he finds a job or maybe starts his own recording company. Wendy and I will do whatever we can do to help him reach his dreams. Alex is enjoying his freshman year at college; he is triple majoring and has a ton of work but seems to be thriving on the challenge.

I hope everyone has a wonderful Thanksgiving and happy holiday season!

Regards,

Andrew 

Beyond The Road to China

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great fan of Garrison Keeler's "Prairie Home Companion Radio Show" on National Public Radio. One of his continuing characters is called "Guy Noir" (GN) - Private Eye. It is the story of a Minnesotan private detective who is drawn into unusual cases, typically in the areas where the shows are being broadcast from that week. Over the last few years, we have gone to see him when he goes to play at the Tanglewood Music Festival in Lenox, Massachusetts. I had been thinking about writing a segment for him for over a year, and finally I did it.

3/26/06

**Sunday, 1:00PM Japan time
(10:57PM EST)**

I slept well last night, after having a really good dinner and working out for a while. The only problem is my cell phone has no service. I am hoping it goes back on, once I get to Singapore. The good news is that I did speak to Wendy and Alex. Everything is fine back home. When I see Ben tonight, he will have an international cell phone for me. The only thing I won't be able to get are emails, which I hope I can switch over to my AOL account and get through the hotel.

Osaka is a pretty, clean city with very pleasant, polite people. I would have no problem coming back. I spent some time in the hotel exercise area. While on the treadmill, I tried to plot more strategy as to what to do if certain things happen. I enjoy thinking about what can happen and how to deal with them. That way, it makes me feel more comfortable for the future, and hopefully ready for what can happen.

I plan to be at my hotel about 8:30PM. I am not sure if I will see Ben tonight or first thing in the morning. Either way will be fine. Part of my left arm has been turning some pretty colors, the result of my fall a few days ago while biking in the Berkshires. Hopefully, I have learned my lesson about tying off my pants, so they do not get stuck in the gears again. If not, I deserve what happens to me.

3/25/06

**Friday, 3:00PM Japan time
(1:00AM EST)**

Five hours and thirty-nine minutes left to get to Singapore. Japan Airlines is very nice, and I am currently listening to classical music. It reminds me of the days when I played clarinet. Since my partial inlay in my tooth has now come out a few times, I have decided to mostly try and take it out when I

eat, so I do not swallow it. This means the semi-sharp tooth underneath is exposed. Already, I have clamped down on my inner cheek once. This too reminds me of my music days, as I practiced throughout my whole time with braces. For those who have never had braces, let me liken them to having barbed wire in your mouth, at all times, with various points sticking you in different places, at odd times of the day. Playing clarinet meant I had to curl my lower lip over the barbed wire area, inflicting many cutting wounds that never ceased to bother me. Add this to the usual tongue problems of playing a reed instrument, and I wonder how I not only got through it, but never even seriously considered stopping.

I think I played music for a few reasons: I enjoyed it, I was good at it, it gave me a venue to perform, a chance to express myself, and I enjoyed being part of a creative group. It was also filled with frustration, as anyone who has ever seriously played an instrument would tell you. Frequent bouts of emotion were not unusual, causing me to hit my music stand and send my music flying. Once, I got so frustrated I sliced off part of my plastic mouthpiece with a knife. Sorry, mom and dad (who paid for all of my equipment). But overall, it was a great experience. Unfortunately, I think the constant practicing helped to exacerbate my obsessive, compulsive behavior until I finally gave it up about twenty-five years ago. I could no longer stand the idea of the constant repetition. I did get to do a lot of really fun things through music though. I toured with the University of Delaware Wind Ensemble for a year, played most of my High School musicals, was in the band and orchestra, and even met my first girlfriend in music school.

Her name was Karen. My best friend Steve had been going to a local music school for the summer of our fourth-year playing, which would have made it 1970. I wasn't doing anything and he invited me along for a day. I found it fascinating. It was a whole group of really good musicians, who spent part of every day practicing and performing. I had always liked women, even at that young age, and I saw a girl who I thought looked like she was twenty years old. I asked my parents if I could go for the rest of the summer, and they agreed. My parents were always great that way, enabling my siblings and me all the lessons we wanted in the music and arts to advance ourselves.

I spent the rest of the summer there,

and thoroughly fell in love with Karen. We ended up dating on and off throughout middle and high school. She taught me many things, including how to be a little more comfortable around women. It was always great to have someone to talk to and go out with, when neither of us was seeing someone else.

I was probably a lot more fortunate than most people; I did not hate my grammar, middle or high school years. Going through puberty was probably no worse for me than anyone else. I was very fortunate to be surrounded by a good group of people, some of whom I still see.

As I was riding in the taxi, going back to the airport at Osaka, I was still a little drowsy from jet lag. As I kept dosing off, I remember thinking how amazing it was how I got there and the life that I have. It is great to be doing what you want, with the chance to go after your dreams, and having a team back you up, both at work and at home, which is all pointed in the same direction of success for us all. I have no excuses, nor have I wanted any. If what we try for does not work, it is entirely my fault, since we are following my dreams. It is my responsibility and I accept it willingly. Only by taking on the full brunt of my actions can I ever hope to deserve the success I crave.

The music and art genes from my family have passed down to my children. Ben is an excellent musician and is even following that dream in college, where he is studying music technology at Case Western Reserve University in Cleveland, Ohio. Alex and Kayla both have art pieces on display at the local high school art exhibition. My wife and I agree with my parents; broadening out to as many creative areas as possible is a wonderful thing. We try to be supportive, although it is easy when your kids are doing things that result in beautiful creations that make us very proud. I hope they all continue to be as creative in everything they do.

Speaking of music, I was talking to Laura yesterday, the person who sat next to me on the plane to Osaka, regarding languages. She knows a lot of them. She is able to learn them, quickly and easily, because she is able to equate them with music. By associating the tonal parts of the languages with music, she is able to internalize the words much more quickly and easily. I have always had trouble learning languages and perhaps I may try this way of learning in the future. 