



Maplewood, NJ USA

# The Ideal Almanac

The Official Information Source of Ideal Jacobs Corporation



Xiamen, China

Issue 62

Written by Andrew Jacobs

**IDEAL JACOBS** CORP

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## Welcome

Hello and welcome to the January issue of the Ideal Almanac.

To show you how crazy things have been I actually forgot to write this until Rich Green, my trusty Editor and Pre-Press Assistant Manager, asked me when it would be done. Having two holidays with shortened work weeks tend to throw me off schedule.

### Weather

New Jersey was winter-like during December but the last few days have been almost like Spring. The grass is turning green but I am sure we are in for a lot of rough weather and more snow before it is over. I leave soon to go see my father-in-law, Jeffrey, in Florida. The weather is supposed to be warm and pretty nice. Playing tennis and golf outside for a few days sounds pretty good to me.

### Business

With all of our company's combined (Ideal Jacob US, Ideal Jacobs Xiamen, Ideal Jacobs Mexico, Ideal Jacobs The Netherlands) we once again had a new sales record worldwide for 2007. We have a great team and everyone worked very hard to make it our most successful year yet.

We have hired our first National Sales Manager, Jeff Shprintz. His goal is to make sure we contact everyone of our customers and hopefully see most of them over the next 12 months. Jeff will be centering our new Fabric Over Foam EMI Shielding Gasket line as well as our plastic telecom panels, injection molded plastic parts and of course our main business of various types of labels, insulators and shielding materials. Business has expanded and evolved so much that we required help from a sales manager. With Jeff's help we will raise our customer service level to a new high.

I have been hearing a lot of rumblings about a potential recession. When times get tough there are advantages... they include:

- The willingness of current and potential customers to listen to ideas they would not have before in order to increase efficiency and save money
- The ability for customers and potential customers accepting us

for types of business we weren't known for before.

- The best financed companies are usually the ones that not only weather the economic storm but also thrive.

We are hopefully in an extremely strong position should the downturn actually hit. Our new product lines have put us in a position to offer lower costs using different designs and materials than are currently being used. Since we rarely charge for set-ups or tooling so there is almost no risk to the customer which allows them to be much more willing to giving us a try. If there is a recession I hope it is not too hard or too long. I also hope we made the correct preparations and can increase our market share as a result.

With that in mind we have also ventured off to a completely new area which I have mentioned before. The Super Gamma Knife is a medical device that normally destroys or lessens the affects of cancerous tumors throughout the body. I was introduced to this machine by my partner Ben Meng, head of Ideal Jacobs Xiamen, and after seeing it in use I think it has great potential to not only help people but do it almost painlessly, with reduce side effects and lessen the need for medication or hospitalization. It is also cheaper than most current methods of cancer treatment which is why we are working on bringing a unit into both Mexico and Thailand. It is differ-

ent but that can also be a lot of fun and it is very stimulating to try something new.

### Family

My three children, Ben, Alex and Kayla, are all home at the same time for a few weeks which was a little disconcerting at first. However, everyone settled back and mellowed quickly, including me, amazingly enough, so that we all have plenty of space, peace, quiet and good times.

Ben is in his last year at school and has already decided to return home to look for work locally. It will be wonderful to have him around both because I really like him and also because he is my principle sound/music/script and book editor for my upcoming projects.

In fact, we just finished recording my new CD called "Peace Through Work." It is my way of helping people work through their problems and relax at the same time. Ben will create the music to go with it and then edit the whole package. Our great pre-press people at IJUS will make the artwork for it. The CD should be ready for distribution in the spring. I will offer it to our great folks in the military so they can hopefully use it to stop some of their stress while doing their jobs.

As soon as Alex got home he set things up so that he would be work-

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### The Ideal Gasket

*Ideal Jacobs now manufactures fabric over foam EMI shielding gaskets in a variety of shapes and sizes. As with our other product lines we look for shorter-run, difficult applications that are needed quickly. Please email Alice Prager at [alprager@idealjacobs.com](mailto:alprager@idealjacobs.com) for more information.*

## Beyond The Road to China

### Chapter Four

4/1/06

**Saturday, 11:44PM EST**

Today is April Fools Day in the United States, a stupid "holiday" and one I do not participate in. It is also the night we turn the clock ahead, which means we get an extra hour of sunlight for the next few seasons. This is much better in terms of doing things at night. I will play tennis and ride my bike tomorrow. Then, I'll go see my mom and dad. Everyone in the company did well while I was gone and I should be caught up by Monday.

4/3/06

**Monday**

The Lencon JV is underway; Ben should get back to me soon, as to what Jeroen and I have to do to get started. The JV with the printer will not happen; like all possibilities only a few that start will ever finish. My daughter Kayla is now fifteen years old. She is amazing.

4/7/06

**Friday, 11:14PM EST  
New Jersey - Home**

I had lunch with my friend John Ruder today. He is a wonderful resource to talk to about what is happening in China and everywhere else for our company. He seems to be positive on virtually everything we are doing. He is a good man and I treasure his opinion. It is hard to find people with a clear sense of what is really happening.

So far we are about ten percent ahead of last year. If my projections are correct, we can triple our size within 24 months. If I am right, it will be hard for us to keep up. I already have drafted an expansion plan, which can be instituted within thirty days, that should be fast enough to get us going. Once the window opens, it will not remain so for long. We have to penetrate the market quickly. We sent Rich's (one of our graphic designers) version of the new JV logo to Lencon today. Preliminary opinions are positive. We should settle it on Monday.

4/9/06

**Sunday, 9:54 PM EST**

It is Sunday night again and my thoughts wander about what it could be. I am very worried about a pandemic flu. Reports are coming in about possible outbreaks and it is very scary to think about it. If a pandemic flu does occur, then world chaos will probably follow to some extent. At the

very least, it means that businesses will slow down for a while, if not virtually stop. If that happens, we will be reasonably saddled with a high overhead with all of the recent expansion in China. We would have to downsize quickly, and it would not be pretty, especially with the money we owe and the banks holding my main house as collateral.

If there is no pandemic or other major catastrophe, then the world continues as it is and our expansion should place us in a good position. It will also mean we should be able to reduce our debt more quickly, and potentially move on with our expansion plans to Europe, India, or the Middle East, or to a combination of all three.

There are so many possibilities, many of them good and some of them really bad, that it makes my head spin. I read news about injection molding companies and I see so many them either merging or going bankrupt. There is a giant consolidation in the industry. So far, there is no mention of anyone else going into our areas, where we are hurtling ourselves. A niche market is a wonderful thing. Hopefully, it gives you time to find the next level, or a new niche before the competitors swarm in and destroy the high-profit potential. The clock is ticking, I can feel it. We are moving as quickly as we can. We next have to get Underwriter's Laboratories approved for injection molding, and get our new product line approved for use by the Telecoms. Then we can be ready to strike.

There is so much business potentially happening, but we have to keep it straight while still conducting everything else we need to do. For tomorrow, I will continue to get ready for our quarterly Quality, Environmental, Health and Safety meeting, which is already late. That's my fault again. We have refocused our efforts on increasing quality and decreasing mistakes. Everyone is now watching more closely than before to how and why they do things. This will help them cut down on problems, and have people be more accountable for their mistakes. I have a feeling that the problems we find will start pointing more and more towards the individuals responsible. They either have to get better, or will have to leave.

Rich is ready for China. His Visa should be here by the end of the week, and will be gone for a few weeks starting the day after Easter. Another new chapter in our company begins when Xiamen's art department is ready to

work. We move forward. There is no other way to go.

4/14/06

**Friday, 9:58PM**

I got word today from Ben that the JV with Lencon is far from being almost free in regards to the Chinese government. Suddenly, the investment level requires a hundred thousand dollars, which we knew nothing about. The Chinese government is notorious for changing or adding regulations. Finding out about this requirement, only after we started the process, is not unusual. This is a big chunk of money I had not counted on before. We will have to see if we can work it out.

Rich is very excited about his trip. He has never been outside the United States, and he is going half way around the world alone. If he can get through this, then I think his life will be changed for the better.

The number of non-conformance reports have skyrocketed. I now have everyone watching everyone else, to see where the true holes are. All in all, the company is doing well, as is IJX. The new possibilities for the new materials are amazing.

One of the big Telecom shows, Globalcom, comes in June and we have to be ready with our new product launchings. Only then will we have the chance to capture a segment of the market. It is very exciting and daunting. If it works, we could be launched to the stratosphere. If not, we keep plugging as we have done before. We are having problems programming our CNC machine; if the current operator can't do it, then we will have to replace him.

Business has been good, and we are about thirteen percent over last year, even with the work we have moved to Xiamen.

Vinnie and I will go back to Asia probably in mid-June. We are both excited as we like it there. It will be very hot and humid, but it will give me a chance to see everyone.

4/16/06

**Sunday, 3:36PM EST  
New Jersey - Home**

This morning, I played tennis with my brother. It was our first time outside this season on the Har-Tru (clay based) tennis courts. As is normal with this surface, the tennis balls were taking some strange hops. Neither of us was in a killer mood, and since there were few people on the courts,

we were able to talk throughout the match. It was pleasant. We got some exercise, and it was great being outside. My brother is a wonderful human being, full of empathy, compassion and fiercely loyal. We often talk about our relatives, life, and business. He is in a completely different business than me. He is a dentist and he has a great feel for the marketplace. Although he would say he would not take the chances I do, he is a great sounding board.

My daughter Kayla got her top-teeth braces off today. She has been very excited at the prospect and she looks really good. She also just turned fifteen years old, which means I may have a lot of trouble with boys soon. Her bottom-teeth braces come off in June. My tentative trip to Utah with my eldest son Ben is not definitely off. He is staying in Cleveland for the summer, and during that time of the trip I should be in Asia with Vinnie. I want to get to Cleveland this summer to spend some time with my son. Our last trip was a lot of fun.

4/18/06

**Tuesday, 9:48PM EST  
New Jersey - Home**

My Mom is still in the hospital. She fainted yesterday and broke her ankle. The good news is she will not be operated on. She should be out of the hospital on Thursday, and they may have to do something to make sure the clot in her leg does not go into other parts of her body. I hope she is okay.

Apparently, our offer of not charging for molds is causing some industry consternation. They are considered such a large expense that no one would ever consider doing this, or offer free artwork, set-ups, tooling, and stocking for that matter. But it has worked really well for labels, so let's see if it does the same for injection-molded parts. We will change the market. Many suppliers will not be happy, but many customers will be ecstatic. It is obvious where my loyalties lie.

Ben has been working with a solar company in China to see if we can become the United States distributor. Solar is exploding in this country and around the world, and there is a shortage of materials to make the panels. We believe that if we have the product, then it will be relatively easy, especially through our EPA contacts, to start supplying companies in the United States. We are just talking with

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## Beyond The Road to China

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them now, so it is a long way before any agreement can be struck.

Rich, from our office, is now in China. He is not sleeping much his first night, but that should equal out soon. It is his first time out of the country and is doing well.

The joint venture for Lencon is probably dead. At least for now, there are simply too many government requirements covering our potential areas to make it worthwhile. At the last count, we would have had to put in a hundred and eighty thousand US dollars just to get started. However, we can still work together on projects and see how things go for the foreseeable future.

I proposed hiring Jeroen and Jan Willem as vice presidents, on commission from IJ Xiamen, to give them almost the same thing but with none of the start-up costs. We have to check how we can pay them. Doing the JV's is tough, but once we get it down it should work out well. We have a conference call with Jan Willem and Jeroen tomorrow morning.

**4/19/06**  
**Wednesday, 9:44PM EST**

I am at home, in New Jersey. Mom will hopefully be coming home by Friday. Happily, she does not have a broken knee. The doctors are putting a piece of metal screen into her leg to stop any more of the blood clot from dissipating into the rest of her body, and causing any more problems. The possible deal with the Chinese solar panel company is now dead too. It is amazing how fast the possibilities come and go.

Jeroen emailed and said they would like a letter of agreement, to have at least some link between our two companies, since the joint venture was not happening. When he volunteered to write the first draft, I said it was okay with me.

Tonight, we went to the Papermill Playhouse, a large local and regional theatre. Alex, my son, had one of his pieces of art accepted into a local student competition and it was being shown. His work is amazing. It's time for sleep. I did not get a nap today, but I am not complaining.

**4/21/06**  
**Friday, 10:17PM**  
**New Jersey - Home**

We have now done as much as we can with the metal/plastic manufacturer, in terms of trying to create joint cooperation. We have brought them

to one of our biggest customers, and included them on a giant possible project. They will have to come up with some selling chances for us, or this will be a very one-sided deal, which cannot last.

We got rid of a piece of film making equipment we put in a few months ago. Not all ideas work, and certainly this machinery did not. I accept the fact that it was not the right decision for us, and will absorb the loss in money. The same may hold true for the CNC machine. I take a lot of chances. Some work, others do not. I have to be prepared for the consequences. Business has been good which makes the ideas that don't work much easier to handle.

Mom is home from the hospital which is great. Kayla is flying to Europe which is also wonderful.

I am spending a lot of time in upper level activities that are having less to do with the day-to-day activities of the company. We put in a new order entry system a year ago, and I still don't know how a lot of it works. In addition, I will slowly start to give up my Quality, Environmental, Health and Safety System related duties. I will start passing those on so I can concentrate on sales and coordination of all of our activities. I have moved up and everyone else is doing the same. It is a joy to watch our people grow and take on more responsibilities. It is a lot of fun to see them try new things. Sometimes, it is expensive and my frenetic speed to act costs us money, but the benefits far outweigh everything else.

**4/22/06**  
**Saturday, 10:47PM EST**  
**New Jersey - Home**

Today, I got an email from Ben in China. It seems he and some of the others took Rich, from our office here in New Jersey, to a wedding dinner. In addition, Claire, one of our people there, took him for a visit to one of the nearby islands on Sunday. I emailed Ben back and asked if Rich was ever going to want to come back home again. He seems to be having such a great time. I look forward to going back to Asia in June.

**4/25/06**  
**Tuesday, 9:35PM**  
**New Jersey - Home**

My daughter Kayla has been on a school trip in Europe for the past few days. Unfortunately, the credit card she brought is not functioning in all areas. Her cash supply has been

getting lower. As of yesterday, she asked me to wire her money, as the credit card will work for purchases but not for cash. So I began my morning calling American Express. Through their platinum card and their global assist network, I was able to set up the funds transfer. After a lengthy interview of questions to assure them of my identity, I made calls to my wife and middle son, since I don't know a lot about what kind of car we have and where the card has been used lately. (I try to center on the important stuff.) Finally, they agreed that I was Andrew Jacobs. I am glad they checked so thoroughly, though. As of

**Welcome**  
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ing most of the time. Although he has a busy work schedule Alex is helping me with some design work. His artistic talent is huge and is still largely untapped.

Kayla was very busy. Between going away, school work and everything else she was doing, I saw her even less than usual but things will go back to normal soon since the boys leave for school in the next week.

I am very proud of my kids and it is an honor to be their father.

**Writing/recording**

I finished my latest book on December 31, 2007. Although I still have not decided on a title for it, I have already

a few minutes ago, when I called to confirm, everything is set to go and she can pick up the money.


This money issue has been tough on her and has affected her trip, but it has also been a really good lesson on being out in the world. I miss her a lot. Hearing about how some French boy was following her group is not helping me. She is growing up quickly and I am having my problems with that. She cannot come home soon enough.

I spoke to Wendy and Alex a few times today, both to get details for American Express, and to say hello. The col-  
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begun writing another book. Now lies the tough part of editing and re-editing my book until it is finally ready for press, probably sometime in the spring.

Our Chinese New Year is due to go out by the end of this month. It includes a line card for our new Fabric Over Foam Gasket Line and my latest CD, "The Sunday Night Lifeguards." My son Ben also did the recording, music and editing for the CD and I am very happy with the result. Below is the next installment of "Beyond the Road to China" I hope you like it.

I hope your winter/summer is going well wherever you are in the world.

Regards, Andrew 



### Super Gamma Knife Machine

With the help of our team at IJX Ideal Jacobs is now involved in marketing the Super Gamma Knife, a machine that attacks cancer tumors by utilizing streams of gamma radiation to destroy them.

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lege tours they have been doing have gone well. They have seen Tufts and Boston University. Most importantly, they are getting along well and are due back tomorrow. Both my dog and I are very happy about it.

Ben has been contacting more solar companies with the idea of importing them into the United States, but nothing firm yet.

I got my son Ben's CDs in yesterday from his new band. I could not touch any of them because we had not sent out the check to pay for them but that was mailed today. I will start giving them out tomorrow. He has real talent, of course, but I am prejudiced in my viewpoint.

I miss my wife and I miss my kids. I want my family back together, again. The four of us, at least, and hopefully, Ben back once in a while.

A family friend had a stroke this week. He is fifty-two years old. I went to see him today. Thankfully, his mind is fine and his body can be reconditioned with therapy. I hope it all turns out well with him. He seemed very glad to see me and was smiling. It was good to see him.

**4/27/06**  
**Thursday, 9:56PM**  
**New Jersey – Home**

I started negotiations with my eldest son Ben, in order to use his band's new CD as a mailing, which we hope to send to our customers worldwide. "Give a piece of yourself," I was advised once a long time ago. The advice has stood me well, whether it is through my newsletters, books, or speaking in front of audiences. Becoming personally involved with people in general, and our customers in particular, has proven to be of great worth to all sides. To get to the personal side means to go beyond mere profit and loss, order to order, and business in general.

When you give part of yourself and do something most others would not, people become actual people. Bringing my son's band music to our customers all over the world will not only expose them to something interesting, but also bring them closer to my family as well. And yes, in the package with the CD will be a flyer of our new product, which will be nationally launched in about five weeks. But that part is expected because, no matter what, everyone knows that business is business. The more you are willing to put yourself "out there," including your family, then the more people will

trust you with their own lives and be willing to try you for all areas, including business that they might not have before. My son still has to get an okay from the last two band members, but so far it looks like a good deal for all. They get the exposure and the hundred CDs I will make for them. I get the right to make as many copies as I need to give out to everyone I encounter, and as I see fit. It is a good thing for us all, the perfect deal where everyone gains on all sides, the kind I love to be involved with.

Things at work are progressing well, except we still need some new managerial candidates. We have no one at the moment, but I will keep looking. The weather for the weekend is supposed to be very nice and in the 60s F.

**4/28/06**  
**Friday, 10:26PM**  
**New Jersey – Home**

The month ended today in billing. It was not quite as good as last year, but none the less very good. After some brief negotiations with my son Ben, he and his band have agreed to let us make copies of their new CD, and send them out to our customers in conjunction with our new product launch. I handed out copies to the rest of our people today, and the preliminary buzz on the music is good.

There have been some more talks with the sales people from the metal/plastic maker, but still nothing definite. So far, it has been a lot of talk and no action. Let's see what happens.

**4/30/06**  
**Sunday, 3:24PM EST**  
**New Jersey – Home**

I believe the world is in a good place. How can I say that, with all of the trouble we are currently having like three dollars for a gallon of gasoline in the United States and problems with Iran and North Korea becoming nuclear powers? Every time oil jumps another ten dollars per barrel, it seems that the oil producers are getting richer as are the oil companies, while the "normal" people are getting more squeezed. That is why I am feeling so good about things.

Ask yourself, who have made the greatest scientific discoveries in our world? It was those people who had the need for a major change in their lives. They had enough tools at their disposal and raw materials to be able to create a solution. In other words, when something was needed, it was created. With the advance of the internet, computing in general, and

the relative free flow of information throughout much of our world, the playing field for innovation and modification has stretched itself way past the laboratories of major corporations and universities. These days, if you can log onto the internet then you have access. If you can see what is happening in the rest of the world, then you have the ability to see where we have been, where we are, and where we can go.

An example right now is silica. What is silica? That is the main ingredient in solar panels and it is in short supply all over the world. How do I know? I and a bunch of other people have been trying to bring in solar panels, and other solar related products, into the United States in a big way. Unfortunately, we have been stymied because of the lack of silica. There simply isn't enough. Therefore, there will not be enough solar products for the rising demand, as fossil fuel energy continues to become more expensive.

Our energy options are:

- Drill for more oil.
- Conservation, which would be good, but doesn't seem to appeal to most of us.
- Find new alternative sources of energy. You have heard about hydrogen and wind power, but have you heard of nano solar power?

Nano solar is the next great leap in solar technology. If perfected, it will enable a roof made of this material to power a whole house. In essence, every house would be its own power plant. You can power your own laptop with a piece of the stuff on the outside of the case. Why isn't it out in the public use? Some people say they have it already, but no one is producing it yet.

The point is, when you have an environment where there is a gigantic need, with a chance for many billions to be made virtually overnight by a potentially small group of people, you have one of the greatest contests going for all time. You see, anyone can be in this contest, this race, this jump into the future. Find the answer, and you will not only have the riches of the world, you will potentially help save the planet from both nuclear proliferation and the use of oil as a weapon.

Now, instead of wailing about how bad things are, we should be rejoicing at the chance that we have the means and the brilliant minds available to search for the answers that will help

set us all free. Think of it, huge sources of cheap power that are not concentrated in a small area, which are not vulnerable to terrorists. It would make developing the deserts of the world not only possible, but a practical idea. Areas like large parts of Africa would suddenly be great places to set up businesses, and bring in the infrastructures necessary to support them. Africa would become a gold mine of energy, production, potential and money.

So what am I doing about it? I am trying to contact as many people and areas as possible, to try and find that small group of people who are likely to find the answer. Whether it is a bunch of college kids in India, Indiana, Shanghai or Prague, somewhere, someone will come upon the solution. With a little bit of support and money, they can change the world, and I hope I can help. Genius comes in many colors, and I have always been a champion for small business and entrepreneurs. Sometimes all it takes is a little faith, and people can achieve more than anyone thought possible.

I am watching, waiting, and hoping for my chance to find someone who might have the answer. My guess is that many people are doing the same thing, which means it is only a matter of time before the ideas start coming and a technological boom happens. This will begin a new industrial revolution based on clean, low cost power. It will not only help our global economy, but help the world's populations to benefit and work together. As I have always said, the best way to avert war is to do business together. No one wants to shoot someone who can get or bring them business, that can help them raise the standard of living for themselves and their families.

Nothing good comes without risk. If we did not have these problems with oil and the environment, we would never be pushed to find a better way. We could not get there until we have been here. Yes, I am an optimist. Yes, I believe things can be better for our world. I know it is harder to do good deeds, rather than bad; to be positive versus negative; to live on a higher moral plane than not; but we have come to a point in time where we need to move forward, and I believe we can do it now. **I**