



Maplewood, NJ USA

The Ideal Almanac

The Official Information Source of Ideal Jacobs Corporation



Xiamen, China

Issue 64

Written by Andrew Jacobs

IDEAL JACOBS CORP

In This Issue

Welcome

Page 1

Beyond The Road to China

Page 2

Contact Us:

Phone:

973-275-5100

Toll-free:

877-873-4332

Email:

acj@idealjacobs.com

On the Web:

www.idealjacobs.com

Back issues of
The Ideal Almanac
are now available
online at:

[www.idealjacobs.com/
pages-publications/almanac.html](http://www.idealjacobs.com/pages-publications/almanac.html)

Welcome

Hello and welcome to the March Issue of the Ideal Almanac.

It has been a mix of winter and spring here in New Jersey. I have actually been able to bicycle outside a few times, a true treat for this time of the year.

Business:

What a fascinating time to be alive. Parts of the world economy are going up while other parts may be slipping into recession. Real estate in many areas, especially here in the US is decreasing in value while in China it is still moving upward.

The question is how do you handle business? Do you retrench and wait for better times? Do you hold back putting resources into new unproven areas? Do you wait and see if your competitors start going bankrupt so you can pick up some of their business?

Our answer is to attack - go after more business from our current customers, find new customers and move into new product lines. We want to find the "spots" in the market where our speed, quality, environmental stewardship and service are valued. We strive to find the pockets where current manufacturing processes can be substituted with new materials and ways of production so we can give the same quality but with lower cost.

We are in motion, traveling forward like a bullet looking for new targets because waiting around and hoping for the best is not how we like to live.

A decreasing economy is not any different than an increasing one; it just has managed in a different way. The same selling techniques that work for good times do not work as well for the lean years.

Motivation for buyers change when times get tough. As always, they are worried about keeping their jobs and getting a better one but to do

that they are even more dependent on top grade suppliers who are fast moving and innovative so they can keep their assembly lines moving at lower costs. For people with brains, good ideas and the willingness to be thought of as fools for going into new areas where they had no prior experience, recession can be another name for goldmine. Your outside skin needs to be tougher, your willingness to "go for it" has to be in gear and you have to try and focus on what can be as opposed to the negative emotions coming out of the media and the business world.

Recessions and economic booms are simply states of mind. I urge you to consider the possibility that you might have a personality and constitution better suited to difficult times. Your force of will and reluctance to accept failure may be best utilize at times like this so do not be afraid to forge ahead and go after your dreams. It is a path we constantly try and follow.

With all that in mind we have been extremely busy. Jeff Shprintz, our new National Sales Manager, has been doing a great job going through the United States telling people about our new Fabric Over Foam Gasket Line.

He has also been selling our injection molded panels and, of course, the backbone of our business which is labels. He is on the road and will be anywhere needed.

Please see the cover photo, it not only shows our labels but also a new panel we created for Alcatel-Lucent that it will save them many thousands of dollars, over the metal version, for the life of their project.

Having facilities in China, The Netherlands, Mexico and the United states tends to force you to keep an international view. I watch the news to see how we can be affected and where. I am also trying to see new markets as they are emerging and where else we will have to be. In that spirit we are now working on creating Ideal Jacobs India and hoping to have this new distribution center up and running by this summer.

We are also planning to have the first ever Ideal Jacobs Summit where representatives from all of our locations will be meeting in China the end of this month. It is time we got to know each other better and the best way is face to face. It is then that we can bet-

(Continued on page 2)



The Perfect Panel

Photo courtesy of Alcatel-Lucent

Displayed above is Alcatel-Lucent's 1850 Transport Service Switch 5. This unit houses several products manufactured by Ideal Jacobs including our injection molded filler panels with EMI shielding and polycarbonate overlays.

Beyond The Road to China

Chapter Five (Part Two)

5/6/06

**Saturday, 8:52PM EST
In Flight to Atlanta**

We are on our way to Atlanta, and will be landing there about 9:40PM. I have no idea how far the hotel is from the airport, but I think I will be ready for a hot shower, snack, and some sleep. I did not get the diet soda but the water has been good. We don't have a lot of room in these seats, and it will be good to get off the plane and stretch. By coincidence, our PTPA chairman is sitting two seats away from me. We agreed to share a cab to the hotel. When the person sitting between us asked who we were, I said we were environmentalists. I have never introduced myself that way before. Tish represents one of the biggest companies in our group, and I one of the smallest. However, in this particular area we are equal. We are both striving to make things better, and impacting others to do the same. It is a nice feeling to be one of the good guys and I want it to stay that way.

5/7/06

**Sunday, 8:26PM
Atlanta, Georgia.**

The National Environmental Partnership Summit began this morning for our group and we spent most of the day in meetings, covering all aspects of our organization and membership. There were a lot of people from the EPA, Non-Government Organizations (NGO'S), small and big businesses and academia. It was a cross section of our society, and the conversations throughout the day, both inside and outside the meetings, were lively, controversial, and highly relevant. When talking about the environment, pollution, and energy, no other topic can be more current. We were right in the middle of what was happening in the world.

In the back of the room, I saw the Deputy Assistant Administrator of the EPA, whom I met in Washington on my last trip, and asked him to come outside. I had sent him an email, regarding information about the Chinese EPA and their similar program to Performance Track. He was nice enough to say he was going to read my book about China, and we spoke for a while about my small company starting a second company in China, the ups and downs, and major risks involved. I told him about waiting to help set up relationships with other EPA groups in other countries, to exchange ideas, best practices, and help spur trade. He liked my ideas,

and it was a thrill to talk to someone at his level in the government. That is one of the great things about this program; a small company owner has access to the leaders who can really make a difference. That alone is worth the membership, let alone the many other advantages.

5/8/06

**Monday, 11:36AM
Atlanta, Georgia**

I love environmentalists, I really do. They often have sacrificed higher paying jobs for a life of quiet dedication, moving ever onwards, towards their goals of environmental betterment and making a difference. I must admit, I did not go to any of the sessions they had today for specific information on a variety of topics. Rather, I spent a good part of the time just talking to people about what they were doing, what my company and I were doing, and exchanging ideas about how we could do all kinds of things better, whether as a group or alone. One of the best parts of this Summit in particular, and the organization in general, is the free flow of information. I have always found that if I am willing to share various types of information and experiences, then others feel much more at ease to do the same. We ended with our annual awards dinner, and a lot of good people got recognized. It was a lot of fun and I even got a chance later, to swim in the hotel's heated pool. In the end, I got to sleep relatively early.

5/9/06

**Tuesday
Atlanta, Georgia**

I got up at 4:30 A.M., almost on my regular schedule, in order to make sure I had time to work out, check out of my room, eat breakfast, and be ready for the two panel discussions I was to be involved with. The first involved talking about how to get a small business to consider putting in an EMS (Environmental Management System).

My job, on the panel I was leading, was to talk about our experience, why we put in the EMS, why it was a good idea, how we profited by it, and why I would urge others to do the same. Many in the room were in various government posts, and were trying to get small companies to come above the radar, be recognized, so they could show them where they have problems and help to fix them. We all agreed that fear was a big reason for not asking for help, and not seeing a value in spending the

time to put in the systems.

I talked about how much money we had earned and saved from the system, and they were interested in our story, but felt we were virtually unique in our viewpoint. One woman thought that mentoring was the best way to get others involved, and I tended to agree with her. I will bring up her suggestion with the PTPA. Maybe mentoring is the next necessary step in our quest to spread the values of our program. Understanding the fear and advantages can only be passed onto someone who believes what he is being told. In this case, one small

business owner talking to another is probably the best way to disseminate the information.

The summit is over for me now, although it officially doesn't end until tomorrow. It was a thoroughly enjoyable and educational experience. I am once again energized to try and get into the Chinese version of Performance Track. I have redoubled my efforts to get in, and asked my partner, Ben Meng, to set up a meeting with their local liaison in Xiamen, China, to see if we can get our application approved, when I am there next month.

(Continued on page 3)

Welcome

(Continued from page 1)

ter plan a global strategy where all of our sales groups are working together as one team.

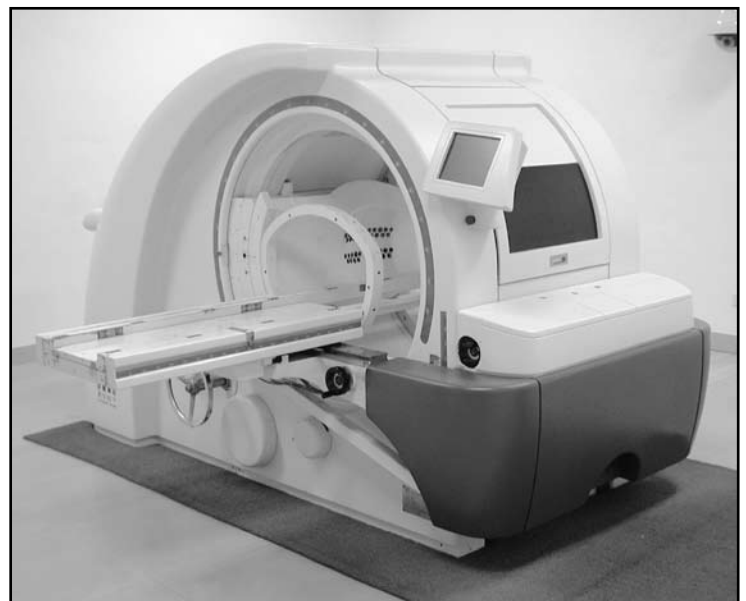
Speaking of new product areas and sales, the new SGS Super Gamma Knife Centers I mentioned in the last few newsletters have been moving along well. These machines have the ability to treat cancer patients in a way that will produce almost no side effects. They allow for patients to rarely need medication or hospital stays. We are working on potential sites in Malaysia, Thailand and Mexico. It is very good to be working on a project where we can help a lot of people, reduce the pain in their treatments and make money too. A win/win for all of us.

Home

I took my daughter Kayla to visit Skidmore College in Saratoga Springs, New York a few weeks ago. She is a junior in high school and will apply to probably nine schools next fall. She is very smart (I know... but I am her father and she really is) so she should have a good chance to get into some of the best schools in the country.

It was strange being back in a university atmosphere. It has been over 30 years since I graduated from the University of Delaware. Even back then at the end of my schooling I was anxious to be out in the working world. Nothing has changed. I have no urge

(Continued on page 3)



Super Gamma Knife Machine

With the help of our team at LJX 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.

Beyond The Road to China

(Continued from page 2)

My trip to Asia is taking shape nicely. It looks like Vinnie and I will fly to Singapore, spend the night, and make calls the next morning. We will then go to Thailand, and after I will go to Taiwan. Vinnie and Ben will go to Xiamen. Vinnie will spend the next few days checking our plant, fine tune the machinery, offer additional training for our staff, and check out our new die making and injection molding operations; he will be very busy.

I will be back in Xiamen on Wednesday night, see the people in our plant early Thursday morning, probably jump on a plane with Vinnie and go to Shanghai for a meeting with Lucent, then go to Hong Kong for the night. I will try and get us reservations at my favorite hotel there, and then it is back to New Jersey on that Friday. Another whirlwind trip, the way I like it. I should know about going to Europe in a week or two, and whether it is just London, or Germany and The Netherlands. If it is just London, I will probably try and make the trip in one day.

When I get back tomorrow, I will plunge into our various systems and find out why little mistakes are not being caught. I have to wonder whether it is just carelessness or a systemic problem and I mean to find out. Being in charge, and not being involved in day-to-day operations means I can look in at various points to try and spot trouble. As boss, I can act immediately to make changes and fine tune the system. I know my people are all trying their best, so it is not a case of being lazy. My job is to help them find solutions and not be critical. It is my team, our team; we are all part of it, and I will continue to search for problems. It doesn't matter that we operate. I believe, at a much higher level than most other companies. There are still mistakes, so it is not good enough and it will probably never be, but we can always keep improving.

I miss my wife, and my family. I yearn to wake up tomorrow, go to the office, begin to wade through my email, and go play tennis. I will spend the day catching up, and checking how things can be better.

5/11/06
Thursday, 9:45PM EST
New Jersey – Home

I got an email from Pentair today, asking if we were in the front panel business. It was a very strange request, as I had not mentioned to them that we were moving into the area. Obviously, either our customers are talking amongst themselves, or our competitors are talking about it to try and put

us in an unkind light. No matter, we are moving ahead, and almost everyone is excited about our expanded product line.

We are currently getting labels and panels ready, for joint marketing and our own marketing at the big Telecom trade-show called, Globalcom, and I am excited that the people from the plastic/metal manufacturer are coming in next week to talk. Monday night, I have to go into New York City. Yes, me, into New York. I have been invited to participate in an advisory board for Kean University's Graphic Art's group, and the first meeting is in the city. Although I am going to Canada on Tuesday morning, I agreed to go because I think it is the right thing to do, not only to give something back to help the students, but to give me a chance to meet the other people on the board. I suppose if I can go to China, I can go to Manhattan.

My father-in-law, Jeff has had a bad reaction to his surgery, but the worst should be over soon. I plan to go to see him on Saturday morning and maybe on Sunday, Mother's Day. He has been mostly incoherent, but has still been asking for me. I feel guilty waiting until Saturday morning, but both, Wendy and my mother-in-law, Bunny, have been there supporting him. Sunday's late morning brunch is scheduled with my mother, father, Irene, and David. David found a restaurant with reservations which was not easy.

I made the plane reservations for Asia. Now it is time to fill in the appointments. We finish up at my favorite hotel in Hong Kong.

5/12/06
Friday, 9:58PM EST
New Jersey – Home

We are planning to move up Rich Green to assistant manager of our pre-press department. He has worked very hard and is doing a good job.

I asked my partner, Ben, to hire a die-maker for the new die section there. I mentioned to him that he needed to be ready for immediate expansion of the art department, which he said he will be ready when needed.

5/13/06
Saturday, 11:11PM

I played tennis with my friend, Bruce today. He had a brain infection last November and he almost died. At the time, I said he would play tennis again and planned for this summer. Today, he beat that forecast and we had a

great game. I said to him I was playing him at full speed and barely won. It was wonderful to see him playing again. I am sure he will be beating me again soon.

Tomorrow is Mother's Day, and normally flowers are delivered here by my florist via previous agreement but they did not make it. I hope they are here tomorrow morning. If not, I will buy some myself and call the florist on Monday. They will not be happy with what I will say to them. I also forgot to buy a card for Wendy, even though she is not my mother. Kayla and I tried to get one tonight, when I picked her up but the store was closed. I have a stash of cards for an emergency, and I picked one from there. Her gift was already taken care of in that she bought it herself and charged it to me. That way, I knew she would like it. My wife makes things easy on me, but I should have remembered to buy the card earlier.

I went to see Jeff in the hospital today in New York. On the way, I hit a bird with my car and then almost collided with a bicyclist who was crazy. Then I almost got side-swiped by a bus. Jeff however looked pretty good and I was happy to see that. I found out later he was not doing so well that afternoon; I hope he is going to be okay.


5/14/06
Sunday, 9:48PM
New Jersey – Home

It is Sunday night, again. Will I ever get over the anxiety of the coming week except when I am on vacation? How sick is this to have this time slot on most weeks dedicated to worrying? It is a sad commentary on myself that I am not strong enough to break this cycle. I doubt it will ever happen. As I have been taught, if someone is worrying then often the bad things do not happen or happen to a lesser degree of severity. I don't know whether it is cause and effect, superstition or just in my mind, but it seems to work this way.

My daughter Kayla is in the next room watching television, and punching out the waste area in our printed labels for the office. I bring work home for her brother and her, and they get paid as regular employees. It is a good source of income for them. It gets them interested in the business, which is potentially good for me for the future, and helps reduce the unfinished inventory that needs to be processed. In fact, they are both excellent workers. They have great eyes to see defects and good hands, so it is all a plus.

Tuesday morning I go to the airport early for the flight to and from Canada. I will drive down and back from the airport, so I don't have to worry about finding a cab. I just have to hope that my car will be okay.

I would like to get some time over the next few months to go to Cleveland and the Berkshires. I really want to see the fireflies, and they are only out for a short time every summer. Jeff seemed a little better today when we spoke to him on the phone.

Crunch time is fast approaching with Globalcom and our product launch. We have to attack everywhere at once, a true challenge. 

Welcome

(Continued from page 2)

to be back at school unless I am the one teaching. I see the same reaction from my eldest son Ben. He will be finished at Case Western University this May and although it has been a great experience, he has also had enough of formal schooling and yearns for the reality of real life.

Books and CD's

I am happy to say that the Meditation CD which has morphed into the "Peace Through Work" CD is almost done. Having me giving advice on meditation did not really sit well with anyone, including me, but peace of mind through direct action did. We will start on the artwork for the cover and I hope to have the final CD itself form my son Ben next week. It has been a fun project and I hope people find it useful.

I hope to have the next proof-ready version of my latest book tentatively titled "In and Ideal (Jacobs) World" ready by the time I get back from China then end of this month. Then it is up to our people to go through it and also create cover art. I should see it again about the beginning of May and then it can go to press by June 1 with distribution through the summer.

Below is the next installment of my last book "Beyond the Road to China," I hope you enjoy it.

I also hope your winter/summer, depending on where you are in the world is going well and good times are already here.

Regards,

Andrew 