

The OFFICIAL Information
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THE IDEAL ALMANAC

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WELCOME

By Andrew Jacobs



TUNE IN AND LOG ON!

Andrew Jacobs and Rabbi Dan Cohen now have their own radio show, *The Sunday Night Lifeguards*, on WOR 710AM. Join us Sunday nights at 7:30pm.

Hello and welcome to the June edition of the Ideal Almanac. It has been an amazing month so let's get started.

I am writing this on Saturday night, 6/6/09. It is about 10:00pm and my flight is scheduled to take off in about 70 minutes. My route is Newark to Anchorage to Taiwan to Hong Kong to Shanghai. I could not get a direct flight because of the quick time needed to set up this trip so it will take about 30 hours almost twice long. Regardless of the length of this trip, it is the only chance to make

my first meeting on Monday afternoon. Everything will have to work almost perfectly but will be worth the effort.

I hope to be home next Saturday night. My route home will take me from our plant in Xiamen, China to Kuala Lumpur and Penang, Malaysia to Bangkok, Thailand then back to Hong Kong where I will stay overnight and leave the following day. I have a large amount of paperwork, writing and editing to get done; I love the challenge to see how much I can do.

BUSINESS

The world economy continues to decline. Although there are some indicators that the decline may be slowing down, things are still getting worse. More people are out of work, there are less higher level jobs available and money is still very tight. It is difficult to borrow from a bank to start a company, get working capital to run it, and even harder to expand. It seems as though the banks loaned a fortune to many people and companies who could not pay it back and are now unwilling to loan money to those who can pay it back.

The history of our company has always been to primarily finance from within. From my grandfather to my father to myself, I have continued this trend which means I take less money out of the company in profits and use the rest as working capital. This enables us to rely less on our bank and gives us more room to maneuver.

Another good move we made was to expand globally within the last five years. Having companies in China, The Netherlands, Mexico and most recently Thailand and Malaysia has enabled us to capture a lot of the business migrating from the US and Canada. I am happy to report that our sales are higher this year than last

which I attribute to the fantastic work of all of our teams worldwide.

One major problem I see besides the continuing problem of unemployment and the housing/banking crisis especially here in the US is inflation. You cannot expect to pump trillions of dollars into the economy and not expect it to lead to rising costs which will be inflationary and make hard assets, like gold and real estate, worth more and monetary stocks and fixed rate bonds worth less.

I have also been concerned about the health of American and Canadian businesses. All of us with a small and medium business have been pummeled by a combination of very tough foreign competition and rising costs of goods that we can't pass on to our customers. While our company has successfully met this challenge through becoming part of the global community, most others have not taken this extremely risky step and their overall sales and profit margins are being affected.

What is the answer? Waiting for things to get better means you need to have the resources to last until the economic conditions improve. More importantly, the landscape of business around the world is a different place than before. American and Canadian companies who prided themselves on making a

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IDEAL JACOBS
CORP.

Ideal Jacobs Corporation World Headquarters • 515 Valley Street • Maplewood, NJ • 07040 • USA
Toll-Free: 877.873.4332 • Fax: 973.275.5161 • Email: acj@idealjacobs.com • idealjacobs.com

ANDREW'S WELCOME MESSAGE

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fantastic product, getting a good price for it and keeping the business for years is no longer the case. The problem is that customers are no longer, in general, willing to pay for a product that will last forever and is built like a work of art. The world has changed; speed and lowest cost are what count, quality comes in a distant third. If the product is good enough to get by then many

customers are willing to accept it.

Ideal Jacobs Corp. has always tried to be in the niche areas cutting across business and product lines. This means we have to stay in front of the general manufacturing curve to see what will be needed and figure the best way to get there first. We will normally lose the business within a few years but our other companies can

pick it up for awhile and hold it longer. It is not impossible to compete in this world marketplace; it is just different. I am concerned that many businesses in the United States and Canada will see it as too late and continue to lose more manufacturing capacity, especially here in the US.

MARKETING AND BRANDING

Over the past 30 years of my career I have always been fascinated with advertising and branding. After reading several of the brilliant works by Jay Abraham, I began writing newsletters which eventually led to our line of books and CD's that have proven extremely successful in keeping our name in front of people all over the world. I learned the lesson early that almost no-one will throw anything away that is autographed and might one day be worth something. I discovered just how much people value autographs when I found out that the books I had sent out for free to our customers were now appearing on online resellers like Ebay and Amazon.

Stepping that up a level, I wanted to fulfill a dream of mine and be on the radio. I was hoping to get on as a businessman who would be asked for comments as world events occurred. I tried different stations with no success and then had the idea of buying air time so I could put on my own show. I wanted it to be based on "The Sunday Night Lifeguard" CD series that my friend Rabbi Dan Cohen and I had collaborated on. However, even when I offered to purchase all of the advertising time almost every station ignored me except one, WOR 710 AM in New York City. It is a 50,000 watt station that is so powerful that it can be heard across continents. It is also the station where my mentor and idol, Jean Shepherd had broadcasted for decades and where I first heard him.

This was the station I had truly wanted to be on but there was no time open and it looked like I was stopped again. Amazingly, about two weeks ago, I got an email saying that the 7:30-8:00pm Sunday night slot was suddenly open because the program that had been there lost its funding. When asked if I wanted it, the answer was an immediate, "Yes!"

This was not an inexpensive venture but the combination of fulfilling a life dream and the chance for unbelievable branding

IDEAL JACOBS

now offers a full line of design services and solutions.

Visit our newly redesigned website for a complete list of products and services

Industrial Design Group

Commencing with the core Industrial Design Group from Alcatel-Lucent and extending to Industrial Design groups in The Netherlands and China, we are ready to meet your Industrial Design needs, offering world class innovative design solutions for product development. They focus primarily on three-dimensional design work such as filler panels, latches and enclosures as well as promotional items.

Graphic Design

The Graphic Design Department is responsible for all designs concerning the daily process of printing overlays. They are versed in the use of industry-standard design applications such as Illustrator, PhotoShop and PowerPoint as well as many other design programs.

Embedded and Electronic Engineering

Our engineering team can define, design and deliver product solutions from individual disciplines to complete turn-key products. We also provide prototyping and contract manufacturing services.

Software Engineering

- Embedded Linux
- Device Drivers for Custom Logic
 - Kernel Modules
 - Applications within Embedded
 - Board Support Package
 - Diagnostics
- Sustaining Engineering
- Source Code Porting to New Platform
- Micro Controller Coding
- Digital Signal Processing
- Network Processors

Hardware Engineering

- Design Architecture
- Full Embedded Schematic Designs
- Programmable Logic
- Troubleshooting/Design Verification
- Compliance and Regulatory Services
- Sustaining Engineering
- Cost Reduction
- Components Engineering/Sourcing
- Technical Support
- Printed Circuit Design

Mechanical Engineering

- Full Enclosure Design – Metal and Plastic
- Power and Cooling
 - Compliance and Regulatory Support
 - Manufacturing Support for Printed Circuit
 - Panels/Handles/Ejectors

Manufacturing Engineering Services

- Diagnostics and Operations Testing
- Delivery of Manufacturing Packages
- Contract Manufacturing Interface

THE IDEAL ENTREPRENEUR

CHAPTER THREE (PART TWO)

3/13/07

9:54 PM – HOME, NJ

Preparations for the trip continue. I should be ready by Thursday night. I will try and confirm the tickets but I am not sure that will be possible. The trip is now so booked that all I have to do is sit in the car, be driven to the calls, make the calls and go back to the car. It is the best of all selling worlds: no worries except the actual sale. Ben is as careful as I am in preparation so once we get going it is up to luck, chance and our preparation as to how things go.

We got word that the Ideal Challenge games have arrived in the U.S. – they should be to us within a week and then we can start distribution. With luck my book in Chinese will be out in their markets next week. I am excited about being able to see it in the bookstores. Gary was in today. No surprises regarding my taxes. We will plan on leaving a lot of money in IJX for the anticipated need for expansion.

We have a meeting tomorrow for final changes on the Filler Panel—I hope we can get going. The ATCA parts should be ready for mass distribution in about 45 days and that will mean a whole new round of selling. I am focused and know what we need to do. I have been training my whole life for a chance like this and I do not plan on failing due to lack of effort.

3/14/07

9:48 PM DST – HOME, NJ

I went on the EVA Air website and the good news is that Vinnie and I have seats. The not-so-good news is we are not sitting together on at least one long flight and I don't know about the other. Perhaps fate has intervened and one of us was meant to meet someone on the flight. We had the Filler Panel meeting at A-L today. They had a bunch of additional requirements that we did not think seemed fair since we were already reducing the price, but we can work it out. I don't think

some of the Lucent people get the idea that Alcatel took them over and their jobs are at stake. Time will tell; all of the dust has yet to settle. I look forward to being in the air tomorrow night, not missing my family but moving forward.

3/15/07

10:32 PM DST – EVA/BRITISH
AIR LOUNGE, NEWARK LIBERTY
INTL. AIRPORT

We are delayed two hours. Instead of 12:15 AM it is now about 2:30 AM. That means if we do go up then that dinner will be about 3:30 or 4:00 AM which is not that far off my normal breakfast time so it is not so bad. The good news is the plane is okay. It was delayed for our first stop in Seattle. I did not even know we are going to Seattle. We will miss our

ANDREW'S WELCOME MESSAGE

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from the exposure easily outweighed the financial concerns. We were going for it but we only had two weeks to prepare. We decided to use the first three Sunday Night Lifeguard CDs we had already recorded as the basis of the first 3 shows. My amazing son Ben, our engineer for the original projects, was on board to not only edit the shows down to the 28 minutes time requirement but also to help us with all the promotional spots and commercials. Yes we even had sponsors.

I had always wanted to try my hand at getting advertisers and I found it quite easy. I simply offered them free advertising time with the condition that we would also write and record the commercials at no charge. If any sales came from the spots then we would get one third of the profits. It was the honor system so I left it with them as to what sales applied. No one turned us down which allowed for all of our advertising spots to quickly be filled.

The first show is to be aired tomorrow night. We have postcards going out to over 1700 of our customers telling them about the show. The radio station, WOR 710 AM, is also podcasting all of

connection in Taiwan, but there is another plane soon after so we are still on a reasonable schedule to get to our hotel by mid- to late afternoon on Saturday. We are sitting together which is also good and the airline said they will try and do the same for the way back.

Since there is nothing I can do about it and Vinnie is okay, I am going with the flow. I am not even tired yet.

I have been having a lot of stress regarding my speech. There are three people giving suggestions from Ben's side and Alice and my wife from my side and at this point I am slowly solidifying what I want to do in my mind.

It is interesting because of all of the topics I need to avoid in order not to embar-

ass my host, Ben and our company there not to mention create problems for the professor who invited me, his class and the university as a whole. Topics not to talk about include sex, drugs, religion, government, love and politics. Those in itself are not a big problem except I can't talk about dating which is one of my prime examples when talking about relationships between people and in this case cultures. The talk is supposed to be how to handle the clash of cultures when dealing with a multinational corporation.

I am sure the students are mostly concerned with their careers and where their lives are going. Joining a multinational corporation could be their ticket to a new, better life and often you only get one chance at something so they want

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the shows on its website as soon as they are aired so anyone who did not get a chance to tune in live can listen to it via the internet. Radio is extremely powerful, not only to accomplish my dream but also help send the message of what our company's are.

Also we are finishing the editing of my latest book which will be released later this summer but for now we have included the next installment of "The Ideal Entrepreneur."

FAMILY

My wonderful daughter Kayla is graduating from high school in the next few weeks. She will be attending Cornell University in Upstate New York this fall. We are very proud of her.

My middle son Alex begins an internship at Christie's Auction House next week and returns to Washington University in the fall.

I already mentioned the engineering capabilities of my eldest son, Ben, who works for Avatar Recoding Studio in Manhattan. He has been a wonderful


help in the marketing and advertising of our company.

My wife and I will then be "empty nesters" with no kids at home for the first time in over two decades. It is a transition I look forward to so we can spend more time together.

THE WEATHER

It is a beautiful time of year here in New Jersey. Everything is in bloom and the fruits and vegetables are coming into season; it is a great time to be outside. Many people think of our state only in terms of oil tanks and swamps but the vast majority of it is very pretty.

I hope the world economy is not causing you too much trouble and you are having a wonderful summer/winter wherever you are in the world.

Regards,
Andrew 

THE IDEAL ENTREPRENEUR

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as much information as possible in order to increase their chance of success on the first try.

I can give them the benefit of my experience of how people from the United States act. We Americans are a unique mixture of bravado, compassion, intensity, aggression and hope. We are innovators who take great chances and are willing to go for the brass ring often at multiple times with failures along the way.

Chinese people and culture comes from a different mindset. They are more patient than we are and less willing to commit. They base business much more on relationships than we do. I do not think that someone from China could deal well with someone he did not like or respect while someone in the U.S. would have little problem. The willingness to admit to making a mistake is more likely found in someone from the U.S. and the lack of that in China has many Americans distrustful of their Asian counterparts. It sets the stage for major problems in communication and the building of trust.

I realized that some of the problems with the speech stemmed from the fact that I was thinking from my point of view as to what I want to say as opposed to what the students might want to hear. Therefore I have changed my talk to start off with telling them about my initial meeting with my partner Ben, followed by a quick, background of my life and then I am going to attempt to draw them into a discussion as to what they want me to talk about. If I can't, I have a planned agenda. I would like to make sure that I answer as many of their questions as I can—that is the purpose of the talk as opposed to me telling them what I think they need or want to know.

Sometimes listening is the hardest part of any interaction and just because I am the speaker does not mean I can't listen to what they want to say.

I am listening to "The Carpenters," a singing duo from the 1970s, through my new noise depleting headphones —

a birthday present from my wonderful wife. Their music reminds me of my old girlfriend Karen, playing my clarinet in various school functions and being in high school. When people ask me what time of life I would like to go back to if I had the chance I say none of them. I like where I am and have no urge to go backward.

My son Alex got into Washington University in St. Louis this week — one of his top choices — which my wife and I hope will reduce his stress levels (and hopefully ours regarding where he will go next year.) I think I will do some editing, I am on the last third of my book and then I can turn it over to Rich in our office for the next stage in editing.

**3/16/07
4:50 AM DST — IN FLIGHT TO SEATTLE**

38,000 feet—3:58 left to go.

Yes, I said Seattle. Apparently we stop there for ninety minutes. Who knew? It wasn't on the EVA website when I booked the flights, not that it would have stopped me anyway.

Unfortunately we were about three hours delayed because of bad weather but we are in flight now and have had dinner. The delay did give me a chance to work more on my speech which was sorely needed. It is starting to take some shape now and I am feeling a little calmer about it. There was a winter storm coming into our area and we were lucky to get out at all. My mother in law is due to fly up this morning from Florida and I am not sure she is going to make it. There is an engagement shower for our niece at our house on Saturday morning but again the impending storm could throw everything into chaos. I have gotten maybe an hour of sleep so far which means I should be able to convert to China time somewhat easily. I am not relaxed yet but I am better than I was. We will definitely miss our connecting flight in Taiwan but there should be more scheduled we can hop onto. I miss my family and my dog.

My eldest son Ben is in Europe with his friends for their spring break, he is due home on Saturday. I hope they are having fun.

**3/16/06
6:11 AM SEATTLE TIME (9:11 AM DST) — EVERGREEN LOUNGE,
SEATTLE AIRPORT**

Except for the three-hour weather delay, we are now on schedule. We have a ninety-minute layover here and then about twelve more hours to Taiwan. Good news from Ben and Titan: they put my presentation into Power Point, which should make things much easier. Of course I have never used a Power Point presentation but I hope it will flow well. I got about three hours of sleep. Vinnie is way past that. I don't know how he does it — he is amazing.

Once again I am in Seattle and will not step foot outside the airport. I would not risk going back through security. I go through a lot of cities this way. I guess it counts I was here but I will hold opinions of the city itself until I actually see it. I will say this is a great airport to fly into for customs; they are extremely fast and efficient. I remember one time I tried to bring in some beef jerky from Asia and the customs people just laughed at me as it was confiscated. I hope I am a little smarter about what to bring in now.

**3/16/07
12:30 PM DST**

We have already flown over 1000 miles from Seattle — about ten hours to go to get to Taiwan.

We are flying over the Gulf of Alaska in the Pacific Ocean. It must be very cold outside.

My mental state has improved considerably from being on this longest part of the journey, having much less stress from my two speeches coming up and realizing that we can catch a later flight to Hong Kong. Having the Power Point slides should make things a lot easier and I can now relax and just go over my

notes. It is like having an open book test back in school — you do not feel you have to memorize everything. I will also do some more editing and probably take a nap later. If the schedule holds then we should be at our hotel by 3:00 PM Hong Kong time. I look forward to walking along the harbor.

**3/16/07
2:15 PM DST — IN FLIGHT**

Vinnie is asleep again. I also slept for about one and three-quarter hours and should be good for a while. My sense of time is already gone. True it is the middle of the afternoon at home but here I have no sense of time. It is good that my body is adjusting to the new time zone — it should help later. I just need to stay awake until at least 8:00 PM tonight in Hong Kong, get a decent night's sleep and I should be reasonably okay. Amazing how the body works—you can do some pretty crazy things time-wise, but if you are careful what you eat and get enough exercise it can adjust pretty quickly. I always feel a little strangely when flying over water, something about it being thousands of feet deep as opposed to ten or twenty makes it seem more ominous even though both can kill you just as quickly. Time to think about something else. I have to write the newsletter for this month, I will start that now.

**3/17/07
7:43 AM CHINA TIME (7:43 PM DST)**

We are flying over Japan and have about two hours and forty minutes to land. I wonder how the weather is back home. I hope the snow is not causing too much trouble. Normally I would have worked out in the morning, spent the day in the office and left for my 5:00 PM tennis game with my brother. I love my routine and Fridays are usually a lot of fun. It is strange being out of touch so long with the office. I left home twenty-three hours ago and still probably have at least another seven to get to my hotel. The price I gladly pay for going after my dreams. Vinnie is still asleep. **I**