

THE IDEAL ALMANAC

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ANDREW'S WELCOME MESSAGE

By Andrew Jacobs

Hello and welcome to the December Edition of the Ideal Almanac. by my Dad and then by me.

BUSINESS

My first inclination was to check the December issues from the last few years to see the tone I had for the coming new year, the predictions for the economy, for ourselves and the world and the various areas I considered important at the time.

I changed my mind.

Then I was going to talk about the health of the world's financial markets and where I thought we were going. I changed my mind again since I did that in the November Almanac.

I finally decided that for the business section of this issue I was going to talk about survival and the lessons I have learned from the past that may help all of us for the next few years. Obviously, from my tone you can tell I feel additional hard times are coming and that is true. But with every period of hard times there is a silver lining and that is as true here as in every bleak economic time including the Great Depression.

I have the privilege and honor of having a family history in the business that dates back to the 1920's. My grandfather started our business with some basic tenets for times of trouble that were expanded

Here are the Ideal Jacobs **25 Lessons To Live By**; I hope they are of use:

1. If you have debt try and get out of it as soon as possible.
2. Cut your costs down as much as possible.
3. Increase your customer service to a phenomenal degree that will leave your competitors in the dust.
4. Embrace innovation, change and new technology.
5. If you have a chance to expand into a new area, do it, even if it means going into debt if you can still sleep at night.
6. Only take advice from people who have succeeded in the areas you are asking for help.
7. Never assume people will do anything in their own best interest - they generally won't.
8. Don't assume you are wrong and everyone else is right, the "herd mentality" has killed many a good idea.
9. If everyone thinks you are crazy that is not necessarily a bad sign.
10. Don't put yourself into a financial position where you are worried about a place to live, food on the table or clothes on your back. Take care of the necessities even if it means passing up the chance for expansion.
11. When you are absolutely sure you



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- are right about something the odds are good your judgment is clouded by emotion and you should be careful. Nothing is "total" in this world.
12. When times are tough people will listen to anything and anyone who can help them. This means that there is a chance to sell and market to people who were impossible before.
13. Put your money where your mouth is. Don't expect for someone to pay you for research and development if you won't put in money and resources yourself.
14. It is easy for a potential new customer to give you a go ahead for a new product, manufacturing technique or innovation as long as they don't have to pay for it up front.
15. Expect nine out of ten good ideas to fail and make sure your financing and resources are set-up accordingly.
16. No one owes you anything, you are entitled to nothing. Expect nothing and you will not be disappointed and
- thrilled when good stuff occurs.
17. Most people can't make a decision and move forward, don't let them stop you.
18. Most people want you to fail so they don't look bad for never taking a chance. Never wait for their encouragement, this is especially true for friends and relatives.
19. The more successful you become the harder it will be to find people who understand, appreciate and want to be around you.
20. If you want to be liked don't be too successful.
21. The world is cyclical, good times and bad always come back.
22. You are doing a good job if you can look yourself in the mirror every night and smile about your day. Your integrity and good name is what follows you.
23. Life goes on, try and have a great time, laugh a lot and enjoy the adventure.

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THE IDEAL ENTREPRENEUR

CHAPTER FOUR (PART THREE)

4/9/07

9:56 PM – HOME, NJ

Things are getting a little weird when you start thinking about buying antacid pills by the carton. I found myself considering that today. I can't see the need for them decreasing so I will look into bulk sales of some type.

I got the first 20 pages of the book from Rich today for the book and began editing – the process continues.

We are figuring a big job for a customer and he emailed me today to say he thought our price was potentially too low, which we are checking. Since it will be done in IJX and we are figuring on the first-year sales and not just the first order, the price is probably okay.

My mind and stomach are racing and the emails are flying back and forth between Ben and me. I wonder if I will sleep?

I played tennis today as usual, got beaten, but still felt good and sore as a result.

4/10/07

9:58 PM DST – HOME, NJ

I had lunch with my friend John Rudder today. What a positive, kind, and thoughtful man. He is filled with nothing but good wishes and hopes for our good fortune. I value his judgment and I am glad he is on our side as I am on his.

There is an Israeli parade in New York City in a few weeks and I am trying to discourage my daughter from going. Being Jewish has its down sides and one of them is a lot of people do not like us. Parades like that are perfect spots for terrorists and I would be helpless if a bomb went off. There would be little I could do in the chaos that would follow with the hundreds of thousands of people panicking. I would prefer she not go. She will let me know – the final decision rests with her. I have no problem taking risks but I like to do it with the best chances possible.

I don't think this is a good bet.

Tomorrow I try a new eye doctor. I think I need reading glasses since I have been feeling eye strain. Probably too much computer work but that will not stop so I hope she can help me. I can't get gradual lenses that change as you look down because I believe it would mess up my tennis game. I will be content with separate reading and long-range glasses.

I had been trying to find one of our old sales reps from New England. We have a possible job for him, but had no luck. I was going to go to someone else when he called today. His timing was good and we may put him on again not only for the piece of business we had but also for marketing the new panel design throughout New England. It would be good because we have a lot of potential sales there and we need someone going after it.

4/11/07

2:01 PM DST – EYE DOCTOR'S

I am trying a new eye doctor. She comes highly recommended by my "number two" Al so I am confident she will be fine.

One of the things I like about this doctor is her proximity to my office so if she is competent I will stay with her.

I spent part of the morning setting up our New England swing starting on May 1st. Ben and Vinnie will be coming along and we will be introducing our new ATCA Front and Rear Panels if they are ready, so this could be a big trip.

While contacting one of the customers yesterday I found out he had been let go from his company. While that would normally be a bad thing, in this case we need an engineering liaison to his company worldwide and he is respected and knows what he is doing so he could be of immense help to us on a part- or full-time basis. He is still working part-time at his old company and we will meet with him to see where it leads. I love situations where we can get a win for everyone involved. I like hiring people who are not

working so I don't have to worry about taking them away from their jobs. I don't like it if they leave a job with us and it doesn't work out.

They have a new procedure here at the center, which takes a picture of your whole eye and means they don't have to dilate them. It costs an extra \$50 but it enables the doctors to see things more clearly and cuts the time of the exam in half. I like it for all reasons so I am having it done.

4/11/07

2:43 PM DST – EYE DOCTOR'S OFFICE

This doctor is great and so is her staff. It turns out I do not need new glasses, don't need reading glasses and just have to add some drops before I start a long span of computer work. I will come back here.

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ANDREW'S WELCOME MESSAGE

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24. Blame no one but yourself. No one else will listen anyway.
25. Decide what is success now so that when you get there you can enjoy the moment that you made it, then make new goals.

HOME

The Thanksgiving holidays are over and they were great. Our three children were home, it was wonderfully crazy and now they are all back to their regular lives. The good news is that Kayla and Alex are coming home again for winter vacation, Ben lives close by in Manhattan, and we will all get together at least once, something wonderful to look forward to.

PUBLICATIONS

Response to my latest book "The Ideal Era" has been generally positive and you can read the next installment below. I am also happy to announce we are marketing my first box set call the "Tao of Andrew." Tao is defined as a strived for manner of existence where positive energy is promoted, negative energy reduced and the overall good of humanity is enhanced. The CD box set is available through the "Publications" section of our website, www.idealjacobs.com, and also through Amazon.com. Featured in the box set are three of my previous CD's including:

- The Wisdom of My Parents
- Peace Through Work
- How to Start and Run Your Own

Company Or Sex, Power and Money... It's All The Same Thing

The set will also include an all new fourth CD called, "Hitting The Ideal Wall" where I am being interviewed by the producer of my two radio shows, Elana Cohen.

RADIO

The Ideal Businessman part of the Saturday Morning Joe Bartlett Show airs on 8:05am-8:30am.

The Sunday Night Lifeguards show airs 7:30pm-8:00pm can be podcasted from www.wor710.com or listened to live on WOR 710 AM radio in New York or live off of their website.

We are scheduled to be on until the middle of February for both shows.

WEATHER

It has been mild here in late autumn allowing for an extended, non-mask bicycling time which has been extraordinarily pleasant. Cold weather is probably coming soon for the holidays which also means snow is probably not far behind.

I hope your holidays are wonderful in your part of the world. Keep smiling there is much joy to be had.

Regards,
Andrew 

THE IDEAL ENTREPRENEUR

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4/12/07

3:00 PM DST – MY OFFICE, NJ

My dad always told me that the “best” sales people are those who started out very shy and had to redefine themselves as assertive, outwardly aggressive people. This may sound like a desperately difficult process but unfortunately that is really an understatement. In my case I had to “rewire” my reactions to the events of the world which meant making a huge amount of mistakes (often in public) that gave me large doses of embarrassment, constant questioning of my worth and wondering if the end would justify the trial of getting there.

In most life situations, when looking back, things don’t often seem as bad as they actually were. There are some notable exceptions with childbirth being one and changing your personality being another.

Unfortunately, undergoing a transformation like this is not simply flipping a switch that is inside your brain. Instead it is a process that continues indefinitely, with the memories of the failures staying fresh while the successes often get diluted in time. Signs of the “old Andrew” still come out from time to time which I was reminded of yesterday.

From birth we have all had the same “rules” beaten into our heads. For instance, if you are not trained in a particular field and don’t have a formal diploma from a “recognized” institution then your thoughts cannot possibly be worth as much (if anything) as opposed to someone who has. I run into this type of thinking when I am teaching my course about how to start and run your own company at our local university. I diagram for the students how they, from a local college have a much better chance to land a lower level entry job than someone from an Ivy League school. Going to a “better” school means very little out in the real world.

The same thing clouded the view of my own worth in engineering and design. I didn’t take any engineering courses in college because I did not want to face the

math and science requirements. I didn’t take any design courses because I felt I was lousy in art, nothing I drew ever looked like the subject I studied. Inventing however has very little to do with being an engineer, designer, doctor, lawyer or anything else. Inventing comes from recognizing a problem or a need and figuring out a way to deal with it in a positive way.

I like to use my first patent idea as an example. My wife hated to have blood tests because the nurses could not easily find the veins in her arm. I created a sleeve device that would separate and lift the veins in her arms to make it much easier to locate and tap into them. As I said, a need arises and the idea comes out. I have no medical training but I did have an unhappy wife and I came up with a solution. By the way, she would never use the invention but that is another story.

About six months ago we came up with the idea of converting certain types of metal panel parts that go into telecom cabinets from metal to injection molded plastic.

These panels all need latches in order to connect to the cabinets they populate. We came up with a unique design that worked on a snap-fit basis but some of our customers were concerned that they would not be secure enough. They wanted to go back to the major manufacturer in the industry and have them make a latch for our product. I had already designed an alternative but did not pursue it because we were not “latch” manufacturers and we had no history in the market. The fact that we were not panel manufacturers before six months ago did not stop me then and yesterday I was kicking myself for letting it stop me now.

This spurred me into action. I started designing yesterday morning and by this morning we were ready to present our new handle design both to our customer and send it to our patent attorney so he could add it to our existing patent application for the panel design. That was all it took – two days and we have the potential to be in a new industry. I could have done it a month ago and had it already in the review process, except I felt I had no

“right” to be in this area because we had not been there before.

I was wrong to doubt myself. Even if my designs are lousy it is no reason to stop creating. I can’t get to the next level – whatever it is – until I am willing to risk failing, looking stupid, being ridiculed and feeling inadequate. That is the price to pay for growing and when I am no longer willing to risk that then it is time to retire.

4/15/07

3:41 PM DST – HOME, NJ

It has been raining a lot today. We are in the midst of a nor’easter. The good news is that it is not snow and the winds do not appear to be that heavy. I went to the office to work out since I did not want to bike or walk outside and while there checked my email. We changed email servers a week ago and IJX has been having trouble. I am hopeful that Mike can take care of it soon.

Whenever it rains a lot there seems to be a lot of worms swept out from their homes in the soil. I always feel badly for them and try to throw some back but it is a losing battle and there is no way I can keep up with their numbers. I feel sorry for them – swept away from their homes and stuck on the asphalt. I don’t know if worms have feelings but I tend to think this way so I try to help some of them.

My younger son Alex is going away to school this fall and as is common with many high school seniors he is pulling away to make the transition easier. I hoped it could be done with less stress but I guess not. When he goes he will be ready and so will we. My wife, Kayla and I look forward to becoming a unit of three and wishing Alex the best in his new life. We will be happy to have him home for visits, but like his older brother, the transition is occurring and their homes will soon be somewhere else. It is the natural order and not a bad one.

Jessica and Joe get married this week. Most of the family will be there, although I will miss Uncle Nate and Bar-

bara – they won’t be able to make it. As scheduled I have started working on my global warming game again. It will probably take a year to be finished. It is okay – good projects keep me out of trouble.

4/16/07

10:06 PM DST – HOME, NJ

Tomorrow I go after Fujitsu. I have been trying to do business with them for years with no luck but now I am armed with a howitzer – that weapon being our new plastic process, which they are already interested in. I can almost guarantee a substantial price reduction on their panels from what they are using and I haven’t even seen their drawings. I have the weapon – the rest is up to me.

I scheduled tennis at 6:00 AM and I am getting up at 3:00 instead of the usual 4:00 AM so I can be in time for 9:30 at Fujitsu. I happily give up the sleep to keep my morning routine and have the chance at the business. I will try for a nap in the afternoon. The big storm in progress is sending lots of rain in waves. I hope it doesn’t delay me in the morning.

I am helping Kay learn to drive. I have to remember to stay calm and consistent.

I look forward to being back on the road next month.

No word yet on the final changes for the Filler Panels from A-L and we are still having trouble with the Nortel panel prototype. No one said it would be easy.

4/17/07

9:45 PM DST – HOME, NJ

I played tennis and lost.

I went to Fujitsu and we had a meeting about the filler panels for one of their cabinets. They had some plastic models and tried to tell me about the benefits of metal/plastic composite materials versus our design. I have to say I went a little nuts on the manager as I explained why their thinking was, in my opinion, flawed and our process would do everything

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THE IDEAL ENTREPRENEUR

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they wanted including price, delivery and service. I may have been a bit too exuberant but they will not forget me. I sent in prices today and now we will have to be patient for their decision.

I found out that another plastic panel supplier was saying bad things about us. This bothered me until I realized that they were legitimizing us as the only other supplier in the industry. It would have cost me a fortune in advertising and a lot of time to accomplish what they were doing with their negative press. How nice of them to help. I want them around. I am reasonably sure we can beat them and they should help to keep others out of the area.

4/18/07

11:00 PM DST – HOME, NJ

Jessica and Joe's rehearsal dinner was tonight and it was a lot of fun. As I looked at my daughter and the others of her generation I realized that time had indeed moved. I hope she meets the right guy and would probably be getting married sometime within the next ten years. Something nice to look forward to, I had better start saving for her wedding once she gets out of college.

4/20/07

11:10 PM DST – HOME, NJ

Yesterday was a blast. The day went well and I was determined to get home early so I could take a nap before leaving with Ben and Alex for Jessica and Joe's wedding. When I got home I found out that we had no hot water so Ben and I undertook trying to get the pilot light re-lit. Neither of us had done it before but between my son and I we actually managed to do it. Of course we were both afraid the house would blow up but it seemed to be okay.

I still managed to get about a thirty-minute nap and then it was off to Newark to go to the wedding. We were there early for pictures and had a great time seeing family and friends. The wedding itself was beautiful, well handled and went through without a hitch. There were two rabbis

officiating – one from each side – and my good friend Dan was there for Jessica. He and his wonderful wife Elana stayed for the reception and were at our table. Having a rabbi as a friend means you rarely get to see him because of his crazy schedule so any time together, especially with Elana, is a great time and we all had a lot of fun. I left about 10:45 PM to go home, let Bailey out and went to sleep. Wendy and the kids stayed in Newark at a hotel for more celebrating and although it was tough I got up at 4:00 AM this morning and went through my regular routine.

Except for the workers outside my office window today (they are redoing our deck), it was a nice peaceful day and I spent part of it selling our new product line. I did get a chance for two naps. Actually, I had no choice – I was so tired I was falling asleep at my desk and then left to play tennis with my brother. The weather here has been extremely rainy with a big storm over the past week but today was gorgeous – 72 degrees – and we played outside on the green HARTRU surface. It was one of those special afternoons I dream about during the winter. The weather was perfect – we had a brief rendezvous with paradise.

Afterwards I went home and had dinner with my in-laws (who are leaving in the morning to go back home to the Berkshires), my wife and Alex. Kayla was at her boyfriend's and I ended up picking her up.

We are still trying to work out a trip to Paris for Alex as his graduation present. Ben might come also as his college graduation present but it is still in the air and I'll try to book everything tomorrow night.

We have been getting more business from Mexico. It is time for me to go back there as well as Arizona so I will try to do that early next month. I have to get to California but will try and push that to July. My schedule is filling up quickly as I am spending so much time selling and seeing people.

As I'd hoped, the game is having a great impact on people, helping to pave the

way for the advertising for the new product line. It doesn't matter if anyone plays it – the branding of our company is what counts. I hope that doesn't sound conceited, but the more people hear about us, the more they will be inclined to trust and buy from us.

I am on the next set of edits for the new book. We hope to be on press in late May for distribution in June – another vehicle to help market the new line of products. I want to keep our name out there as long as I can without over-exposure, which is one reason I am emailing so much and not making phone calls.

4/21/07

11:10 PM DST – HOME, NJ

It was a beautiful day today and I went to temple, biked with Uncle Dave, edited the new book and then went with Wendy and Kayla to Joe's parents' house for a pizza party to close out the wedding celebration. It was fun with a nice amount of people. Four of us played Ideal Challenge and I did not win (so much for me being the creator of the game and thinking I should triumph.)

4/22/07

9:57 PM DST – HOME, NJ

The new global warming game is giving me some interesting mental trouble. My tendency towards internationalism is coming out and I am having some trouble focusing. At this point I think it will center on the United States and the ability of money to influence large corporations, politicians, nonprofit organizations, unions and local and national government. This is starting to lean me towards non-positive ideas like influence pedaling, bribery, scandals and various types of manipulation, all for the common good but still a problem. I look forward to seeing how I figure this out – so far I have not.

Today was fun. I played tennis with Ira, went biking and stopped by Phoebe's, but she was not home.

I dropped off and picked up Kayla from

work, ran some errands, left my clothes at the office and checked my email. I checked on a possible flight and a hotel for the Paris trip. I called my parents to go over and see them but they weren't home. I helped to make dinner, did some editing, relaxed with my wife for a while and now I hope to go to sleep.

4/23/07

9:44 PM DST – HOME, NJ

I got slaughtered again in tennis – life is normal – but it was a good game. I spent part of the day getting ready for the trip to Ciena in Maryland. Mike is coming with me. Since I have to be home for Kayla's confirmation we can't stay for the golf outing but we can do everything else which will get us most of what we wanted. We will go down early on the 14th after my tennis game, go to the night reception, the morning meeting and be on the road by late morning.

My partner Ben is coming in on Monday. I worked out his pick up from the airport, his hotel accommodations and I tentatively hired a part-time salesman for New England. We will finalize at dinner next Tuesday. I hope to have the samples of the ATCA front and rear panels this week so we can get them ready for the calls. Ben should have some with him also.

Wendy, Alex and I went to the museum in Newark for the Congressional Art Competition for High School Students. It was a great honor for Alex to have a piece selected, he is a wonderful artist.

I booked our flight for Paris. We are trying a new airline, L'Avion—I hope it works out. I will finalize Alex's trip tomorrow. He is flying with one of his friends on another airline. Then I will take care of the hotel.

I hope it is a fun trip for all of us. The U.S. dollar is dropping in Europe, which means our goods are cheaper to export. This could be good for us in trying to get into their market, but bad for spending money over there.

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