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# THE IDEAL ALMANAC

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## ANDREW'S WELCOME MESSAGE

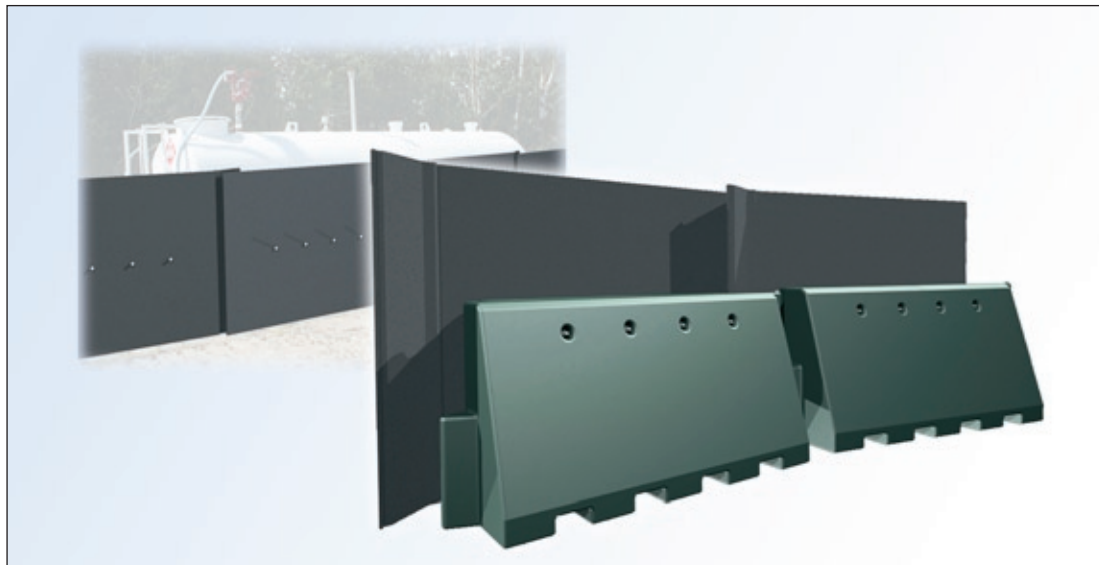
By Andrew Jacobs

Hello and welcome to the February edition of the Ideal Almanac.

### BUSINESS

Being on New York City radio has been a dream come true for me. I currently have two radio shows. The first one is called, "The Sunday Night Lifeguards" where we discuss topics that keep people awake on Sunday nights while trying to offer solutions. My other radio show is called, "The Ideal Businessman." It airs on Saturday mornings and for 25 minutes I join the host of the morning talk show to discuss business topics and interview related guests which we hope appeal to our listeners.

Our guest last weekend was a renowned brain surgeon. The reason I bring up his story is because of how he handled the disaster of managed health care in his business. Here was a man who did not finish his schooling until his mid-30's. He is one of the best in his field and when the current insurance system came into being over the last twenty years he found his fees cut to such an extent that he almost left medicine. Instead of giving up he decided that he was no longer going to accept insurance from his patients which meant they would have to pay 20% of his fees and the insurance companies would pay the remaining 80%. The insurance companies could not, in most cases, refuse to do this and even if he just got the 80% payment it meant a great deal more than if he accepted the rates the insurance companies gave "in network." In other words he went against the normal



### INTRODUCING THE IDEAL BARRIER

*Our thermoplastic composite barriers offer temporary or permanent adjustable positioning with up to 30 degrees of full protection from blasts, firearms and impacts. They can be mounted to molded barriers and are stackable.*

flow of what most doctors have done and in "jumping off the cliff" has rebuilt a profitable practice.

This story parallels the rest of our troubled economy and shows that there are niche markets and innovative ways to do business. The doctor found his niche and we are moving to find ours. Manufacturing in the United States is in bad shape and getting worse. No matter what you hear in the media it is, and will be, increasingly difficult to make any product profitably in the United States. Medical costs, unemployment costs, and many other costs are rising for company owners while the profit levels are forced downward from foreign competition and an already poor economy. It is a disaster for the American economy and the only possible solution is for manufacturers to

find niche markets, utilizing their abilities to innovate and recover.

With this philosophy in mind we have expanded into new product lines utilizing our plastic composite materials. It is a whole new area for us and the possibilities are endless. This new area not only utilizes our plastics background but our label applications as well. In this case, our products are meant to be lighter, cheaper, easier, faster to assemble and more malleable in terms of applications as opposed to steel. Early test results have yielded amazingly good results regarding resis-

tance to firearms, bomb blasts, extreme weather conditions and combinations of all three.

There is no stopping innovation when you have new materials that can be used in unique ways. Our connections to the military, defense, security, marine, mining, construction, automobile and telecom areas have all been helped by our contacts and customers who have changed jobs throughout the decades and have not forgotten about our ability and passion to solve whatever problems come up.

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# THE IDEAL ENTREPRENEUR

## CHAPTER FIVE (PART TWO)

5/6/07

5:40 PM DST - HOME, NJ

I spoke with Uncle Dave yesterday and he told me that he had decided to ask his long time girlfriend (eleven years) to marry him. He called to tell only me so he would be sure to go through with it and sure enough I got a call today that he did. I am very proud of him and happy for the whole family. I asked him how long the engagement would be and he said he did not know. I hope it is not as long as the time they went out.

I had sent a proposal to Jeroen at Lencon to create a new IJUS division for industrial design. I got back word today via email that they were interested. It will have to be worked out, but could be good for all sides. I have wanted to branch out into the design area formerly and this

## ANDREW'S WELCOME MESSAGE

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As I have been saying on the radio and everywhere else where people will listen - it is the ability to innovate, take huge chances, often with your own assets, and the willingness to experience multiple failures before succeeding that sets US businesses apart. In this case it is the only thing that I can see that will save us from declining further. We have the chance, we must take it now.

### FAMILY

I am proud to announce my eldest son Ben started a new job this month. He was working part-time for me editing and producing the Sunday Night Life-guard radio show but with the show ending he had to move on. Fortunately, it did not take long for him to find a good job, especially in this economy. I am very happy and proud of him. My other son, Alex, and daughter Kayla are back at school after their winter breaks. I miss them both; dinner is much more quiet when they are away. I hope to see them a lot more this summer.

will give us our chance. We can use the services of Lencon for Europe and possibly even Asia and North America. If they are too busy, we have other part-time engineers who can work from this side. The idea was very exciting and should help move the flow of potential printing and injection molding right into us.

I started packing for New Orleans today. I am determined to finish the next set of editing for the book and move onto the game.

The weather is beautiful here in New Jersey, a lot of sunshine and cool temperatures. I hope to start planting some flowers in the next few weeks.

5/8/07

5:42 AM DST - NEWARK LIBERTY INTERNATIONAL AIRPORT

I am in the Continental Airlines President's Lounge waiting for my flight to

### MEDIA

I am proud to say that the initial editing of my latest book is now completed. We are still on schedule to release it in mid-summer and in the meantime please see the latest installment from the Ideal Era in this issue of the Ideal Almanac. By the way, we have been sending out our latest mailing that includes a 2010 calendar, product information and my latest CD, Hitting the Ideal Wall. I hope you enjoy it.

### WEATHER

It is winter here in New Jersey. It is cold with snow. It is also a uniquely gorgeous time of year here with cobalt blue skies and trees that sway in the continual wind. It is the chance to shovel driveways with an exactness that gets lost until it is time to do it again. My tennis partner announced this morning that baseball season was coming since the Super Bowl was played last night. He has already started practicing with our tennis balls between rallies. It is very good to be alive. **IJ**

New Orleans. The Environmental Summit is being held there and I am a board member of the EPA Performance Track Participant's Association. We will see first hand what is on the cutting edge of this country's environmental situation. There has been a great deal of media coverage on Global Warming and I am very happy to see it happen. I had hoped that our organization and the EPA Performance Track Group in general would have embraced the idea of reducing CO2 limits months ago, but that did not happen. Unfortunately, I find myself becoming increasingly frustrated with this group as I do not see them being in the front of what is happening now. I understand their charter is to recognize and promote those companies with the best Environmental Management Systems in the Country and try to migrate their systems to other companies. But, we do not seem to have any traction as a group. We do not seem to be doing anything in an arena where so much can be done. I think we should be rallying our members to be in front of the global warming fight, to become leaders in the quest to reduce carbon emissions, to be pioneers in finding new technologies to help combat the problem and to spread the word that the problem is not a lost cause. We as a group can make a difference.

Perhaps it is a case of big versus small company. I don't see progress and I am frustrated that I have not been able to make more of a positive impact. It is with those feelings that I go down to New Orleans. My board seat ends with the finish of 2007 and I will probably send Vinnie to most future meetings. While I still want to be a part of the support programs, I think my time might be better spent in other areas. On the environmental and global warming front, I am finally ready to launch into the Global Warming Game, which I feel can make an impact if completed correctly. I think that I have the layout for the game in my mind and am ready to surge ahead. I also have to get the rest of the editing of the book done and write the May Newsletter. A pretty tall order, but I hope to get a lot done by the time I get home on Thursday.

I have been to New Orleans before. I hope it is not too hot and humid.

Unfortunately, I do not care for Jazz, partying or the ambiance there and I do fear for my safety if I go walking. My goals for the next few days in those areas will be small, which include staying safe, getting some good food to eat and getting a lot of work done.

As I tell everyone: I am not a "party animal," but at least I can joke about it. The best of New Orleans will probably be wasted on me, but I am still hoping to have a good time.

It's time to get ready to go find my gate.

5/8/07

9:26 AM CST - NEW ORLEANS, ON MY WAY TO THE HOTEL

The first time I was in New Orleans was about 1982 at a Young Republican Convention where I fell in love with a member of the New York Delegation. She was smart, beautiful and Catholic. I mention her religion as I am Jewish and we could not get past that part and soon after stopped seeing each other. It was also the scene of a potential fight where another male member of her delegation did not like seeing my advances toward her and threatened me. He was much bigger than I was. He grabbed my tie and almost lifted me off the ground. I calmly told him to let go of my tie or else he would have the fight of his life. He did let go, but the entire experience was not a pleasant memory.

Fast forward to a few years ago and I was back here again to speak before a group of the Industrial Design Society of America. While nothing bad happened, this was not a good place for someone who did not care for spicy food. My most vivid memory was trying to get something to eat the night before I left. So here I am again. I am hoping to have a better time than my previous trips. I also brought my swimsuit and the weather is beautiful so maybe I can get into the water.

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# THE IDEAL ENTREPRENEUR

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5/8/07

3:06 PM CST - NEW ORLEANS  
SHERATON HOTEL

The conference has been going well and I have seen a bunch of old friends.

While listening to a group talk about Hurricane Katrina and their efforts to head off some of the problems, I was amazed at how much preparatory work and training had occurred before the hurricane. It sounds like everyone here did the best that they could with the resources that they had. I asked one panel leader later why they wanted to re-build. Why not buy the flooded areas from the people who owned the property and make it a wetlands and national park in those sections that could flood again. His answer was they did put a proposal like that before the government and nothing was done about it. The worst part was that by doing that it would have cost less than what they are doing now. It seems like another case of bad judgment by our elected leaders.

5/8/07

10:51 PM CST - SHERATON HOTEL  
NEW ORLEANS

I spoke to one of the highest ranking people of the EPA about the question I asked and he said that there wasn't a proposal like that brought before the government. It seems that there is a difference of opinion. It is too late now anyway.

I was invited out with a large group and we went to Brennen's, a local fancy, famous restaurant. It was a lot of fun and the food was good. One of the EPA people there had been reading my latest book and was interested enough to ask me questions about some of the situations where I had not supplied enough detail. It was fun and very flattering to be asked and I found it fascinating how good a grasp he had on my life and family through my books.

I am getting rolling on the game. My notes are increasing and I am getting excited about the overall project. I have most of the May newsletter finished and

am also closing in on the last of the editing of my book. I called Wendy. I miss her, the kids and Bailey, but take comfort when I wake up tomorrow I will be going home the next day.

We got word today that the big Filler Panel order for Alcatel Lucent will not happen. This is highly unfortunate, but not surprising since they would not allow us to use the substitutions we had originally asked to use. There is a niche market in the custom panel area. We just have to find it.

I have the choice for tomorrow of getting up at 5:00 AM, exercising and then starting my day or sleeping in and exercising later in the day. I will probably get up early, but I am not sure yet.

5/9/07

10:18 AM CST - SHERATON HOTEL,  
NEW ORLEANS

As usual, I decided to get up early and after a great workout, headed down to the Summit. It has been very interesting since I have gotten an alternate view of the problems with Hurricane's Katrina and Rita. It is very different from the reports we got via the media. For instance, most of the people they put into the Metro Dome would probably have died had they not been put there. Everyone there was searched and there were no guns, it was heavily patrolled with few disturbances. They evacuated over one million people in less than two days (a record) and it was during the worst naturally occurring disaster in our country's history. The storm was roughly the size of the Gulf of Mexico; it was enormous. The EPA had over a thousand people helping here from all over the U.S. During the first few days, they were even doing search and rescue with their boats. The head of the local Homeland Defense discussed how much preparation they had, they knew a problem was coming and they trained for it. Unfortunately, the infrastructure itself, the levies and other walls gave way much more easily and quickly than anyone thought would happen. This was one of the big reasons for the trouble. You get a much different

perspective from the people who actually lived through it.

We also had a Performance Track Meeting during which I found out that only about half of our members who had responded to a survey thought having an Environmental Management System and being in PT helped their bottom line. I felt this was a ridiculously low percentage. I offered to reword the survey question to see if it could be resubmitted and increase the percentage. The powers that be were enthusiastic to my suggestion and I submitted a revised survey section for that area today. If it is accepted, I offered to look at all of the questions. Often, it is how something is phrased, which determines how the answers will come back. I went for another walk through the French Quarter and I have to say that I had a really good time over the past few days.

I am very glad I came, but next year when I am not a board member of the PTPA, Vinnie will probably come alone unless of course, we have a game to launch and want to do it here. Then maybe, we will both come. It will be in Baltimore so we can drive there.

5/10/07

8:31 AM CST - NEW ORLEANS  
AIRPORT

I woke up this morning at 4:30 AM and it was not easy. I worked out, had breakfast and really enjoyed the mango I added to my oatmeal, banana, cinnamon, nuts and water.

The cab driver from the airport was from Haiti and had an African movie playing on a DVD player next to him. I found it interesting watching the movie in between the times dozing off as I watch the scenery pass. I don't think the two hurricanes impacted too much in this area as everything seemed to be normal and not new construction. I leave New Orleans with a new sense of what went on here and a different point of view of the efforts, of the people here, and of the enormous amount of unfair publicity launched from the local, state, national

and international news media. It is a good lesson for me to trust what I see and hear from the people involved as opposed to being told by reporters. I also leave New Orleans happy that I came and with the possibility of a trip back. This is a massive change of perspective from where I started two days ago.

5/10/07

9:59 PM DST - HOME, NJ

I got back to the office about 3:00 PM and spent the rest of the afternoon catching up. Tomorrow Vinnie and I go to Alcatel-Lucent. I submitted our proposal to start an Industrial Design Division for them. I hope that tomorrow we can go over it with them and see if it can happen.

5/13/07

12:39 PM DST - HOME, NJ

Friday was a wild day. Vinnie and I went to Alcatel-Lucent and found out that there was a new person in charge of their corporate color program. Regardless, it looks like we will stay in charge of the integrity of the colors, responsible for the color palette sheets to print and basically be in charge of printed colors for plastic. This is a very big deal and I am hopeful that we can retain our control over it. Regarding Industrial Design, there seems to be some shifts happening. We will hold off for a while in our efforts to be designated a world supplier for this area and hope it goes our way.

My son Ben came home last night and looks wonderful.

Today after Temple, Ben and I went riding and talked about life. We also talked about doing some joint projects together utilizing his sound and recording skills. I would like to make a CD of my Dad with him talking about life and the lessons learned with me. We would call it "The Wisdom of My Dad" and probably send it out with the new book due out in June. I think that it would be a great combination. I will see him tomorrow when I take my mom and him out for

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# THE IDEAL ENTREPRENEUR

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Mother's Day and will ask him then.

I have three other CD projects in mind but the people involved have to show definite interest before I will put in the money and the work.

Tonight, Wendy and I drove Kayla and her boyfriend to a sweet sixteen party for one of their friends. It was about thirty-five minutes away and we drove through some unsafe neighborhoods. I resolved to find a better route and be-

fore I went to pick them up tonight, I checked the Internet and figured out a better way. I still got a little lost, but we were fine.

Keeping your own kids safe is a priority, but being responsible for someone else's child is an entirely different matter. I was very happy when the alternate route turned out well.

I started getting ready for Monday's trip and finished most of the work needed

this afternoon. Traveling for a few days, three weeks in a row is a lot and I am more tired than usual. By Wednesday morning though, the rest of the week should be somewhat normal.

I am now scheduling a trip to Mexico in early June and maybe Arizona. Mike, Winnie and I will all probably be out on the road pushing the new product line. I look forward to the challenge. Sales are ahead of last year.

5/14/07

8:15 PM DST - TURF VALLEY RESORT, MARYLAND

Mike Valentine and I drove down from New Jersey today to Ciena Corp. in Maryland. Our goal was to visit as many customers as we could. The calls were all positive and we even met a few new people. Afterwards, we came here to the resort where Ciena is holding a Vendor Meeting tonight and tomorrow. The cocktail party tonight was interesting and we met more Ciena people as well as some of their other suppliers. Thus far, we have not seen any of our competitors. Tomorrow is the big assembly. After a quick lunch, we will drive home as I have to be back for Kayla's Confirmation service. It is not a problem as I want to be there, but it also means that we will not be staying for the golf tournament.

I think Mike is having a good time watching how I interact with the customers and going after more contacts and business. I have high hopes in his selling capabilities and want to give him as much backup as possible as we start to send him out into the field on a larger basis. He seems to like being on the road and I hope that it continues. I actually went for a swim late this afternoon. They have a wonderful inside heated pool and I really enjoyed being by alone for a while and listening to the soft New Age music that they had playing.

I have to get our New England sales rep Chris going in other areas besides the stock replenishment program for which we hired him. We are already paying him so I am only harming us by not moving faster.

I think Mike is also seeing first hand the power of our books and the game as people here were mentioning them today. It helps to separate us from everyone and that is so important when trying to brand and market our company. It is something that he has to experience in person so I am glad it happened today.

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## IDEAL JACOBS CORE

### Thermoplastic Composite Applications

Plastic and Adhesive Combined To Create The Ultimate Label



#### Infrastructure Enclosures

Shields or enclosures for critical infrastructure assets such as power grid transformers, oil and gas facilities, generators, communications gear, security equipment and remote sensors.



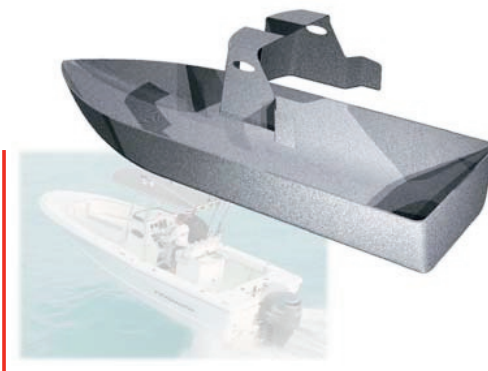
#### Vehicle Armor

Net-shape protective panels for VIP / government automobiles, commercial armored vehicles and military transport and fighting vehicles. Protective panels are available in different thicknesses to match threat level from small arms to blast and fragment protection.



#### Rider / Personnel Protection

Ergonomic panels are molded for insertion in motorcycle rider jackets, construction personnel clothing and specialized craft worker apparel.



#### Small Craft Shielding

Shallow water boats or riverine craft for police, border patrol, coast guard and the military can be outfitted or up-armored with weatherable, thermoplastic composites capable of surviving harsh environments. Shields can be molded to console, pilot house, gunner protection, engine cover, communication gear even hull shape requirements.

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