

THE IDEAL ALMANAC

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ANDREW'S WELCOME MESSAGE

By Andrew Jacobs

Hello and welcome to the March Edition of the Ideal Almanac. A lot has been happening, so let's get started.

ANNOUNCEMENTS

Ideal Jacobs Corp is proud to announce that we are now ITAR registered. For those not familiar with ITAR (International Traffic in Arms Regulations), it is a United States government regulation that controls the export and import of various types of military/defense products. It is a very strict system designed to insure that military/defense related products and technology can only be shared by US citizens and not leave our borders. We are very happy to be approved.

BUSINESS

It is my opinion that business in North America has finally reached bottom. It looks to me like everyone is finally pared down in terms of manpower, inventory and overhead to handle the amount of reduced business that is now available.

From this point I think the marketplace can operate profitably and is hopefully climbing upward. While this is an excellent sign for business in general it does not bode well for those unemployed. The current recession has shown us just how over-staffed and over-resourced many of our companies were. It also helped to bring to the forefront those companies who were able to operate from a much leaner platform.

All of us will be hesitant to hire employees when we know that we can do more work with less manpower. Even as the economy improves it will probably not mean a lot of new jobs any time soon. One other reason for the lack of job growth will be the pressure from outside suppliers. Asian vendors are flooding the US looking for business and are happy to charge much less than domestic suppliers. By their willingness to take the economic model of extremely thin margins and high volume they will continue to squeeze the remaining "domestic" suppliers and force an overall reduction in the amount of profits made. While this

IDEAL JACOBS CORP.
**INTERNATIONAL TRAFFIC
IN ARMS REGULATION
ITAR REGISTERED**

IDEAL JACOBS IS PROUD TO ANNOUNCE ITS ITAR REGISTRATION

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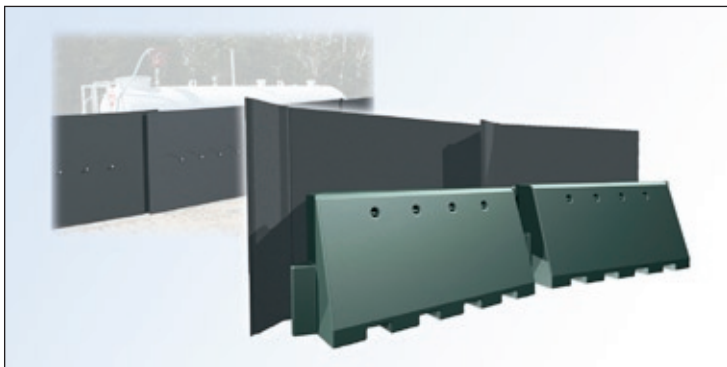
is good news for the consumer it will be an obstacle for those who want to put money into research, development and innovation. Businesses can't take as many chances if they don't have the money to fuel their ideas. For those who survive there will be a continual demand for lower profit business.

The picture is not totally bleak, however, because there are still major pockets of innovation that have enough funding to keep going. While the United States cannot hope to win the battle for the lowest cost of products and services due to our inherent domestic liabilities of higher labor and overhead costs, we can still compete and win when we use our brains for innovative solutions and problem solving. As I have said before, innovation has catapulted our country to success before and will do so again. With that in mind I am proud to report that our new military/defense/security/marine based product lines are being met with reports of surprised excitement from the marketplace as a whole. I use the term "surprised

excitement" because these products are so different than our traditional product lines and they come from a different point of view. We have, for instance, developed a new type of composite plastic that will help protect vital installations such as oil refineries and electric grids when used in our new security barriers. The same plastic composite material can be used in a different form to secure parts of buildings from hurricanes, tornadoes and other extreme weather conditions. The possibilities are endless and we are having a great time developing all types of new applications and product solutions. We believe our new product lines can answer a basic need in the world today in regard to protection from threats of all kinds including environmental, security and defense related threats.

In other news, our new military and defense division is doing well with all types of new inventions. We have samples out for testing with various groups and so far our new ballistic armor material is

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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.

THE IDEAL ENTREPRENEUR

CHAPTER FIVE (PART THREE)

5/15/07
10:12 AM DST - HOME, NEW JERSEY

I got up at 4:15 AM exercised and walked around the resort. It was pretty in the early morning. I had breakfast and then met Mike to go to the suppliers meetings. Most of these meetings are similar: the customer tells you what is happening, where they want to go, how you are all partners and what they want you to do to help them so that they can give you more business. In our case, we had already set-up the supply chain in Asia with IJX and we were working on a major cost reduction for them with panels so I figured we would be fine. As it turned out, that was the case and we even got a supplier award. Although we could not stay for the gold outing, we did get a nice lunch.

The ride home to the office was fast and uneventful. I got caught up and had my car washed before going to our Temple for Kayla's class's confirmation. In the reformed Jewish religion, teenagers are confirmed at about sixteen years old and complete a life path that they began after their Bar and Bat Mitzvah's. It is a period of great transformation and growth for them and this service recognizes their further development as young adults. It was a very moving and beautiful experience, which took place after the families all had dinner together. It was also a wonderful way to spend the evening with Kayla and Wendy. Then Kayla drove me home. She did well; her driving has been improving.

I fear that I may have been too pushy with some of our potential customers in Europe. They are not returning my emails or phone calls. Unfortunately, sometimes I am too aggressive, but I do not think that I will change my ways. It has worked well overall.

5/17/07
9:33 DST - HOME, NJ

In the game of international business, I am starting to learn the rules. The old days

of solid lines of communication, purchasing, power and structure have broken down because the buying has become

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performing well. We have also gone into such diverse areas as new types of barriers to protect vital assets like oil and gas refineries to new types of hurricane and tornado panels that will protect from severe weather. We have recently become ITAR registered which means we can legally export approved technology and products to selected locations. It is a fascinating new field for us and if you have any questions please contact me at acj@idealjacobs.com.

On other fronts, going public on a stock exchange is never an easy endeavor. The amount of detail and probing is never ending. I would like to publicly thank my partner, Ben Meng, who is taking Ideal Jacobs Xiamen, Ideal Jacobs Thailand and our new headquarters, Ideal Jacobs Malaysia, public on the Malaysian Stock Exchange. The culmination is scheduled for this June and the work load and pressure he has been under has been enormous.

global. What you did last year or even yesterday has less to do with the lowest price, fastest delivery and necessary qual-

If it is successfully completed, then the amount of money available for our expansion in Asia and beyond will enable us some freedom to move into even more areas. It will be a fine reward for the extraordinary effort put forth.

MEDIA

My two radio programs on WOR 710 AM in New York City have both ended. It was a fantastic run, something I always wanted to do. Over the next two years we will be sending out copies of both shows with our mailings so you can get a sampling of my dream. It is fantastic to want something for thirty years and have it turned out the way you hoped. I am very fortunate in a lot of ways and I know it.

Please see the next installment of my latest book "The Ideal Era." I hope you enjoy it and if you would like a printed version please email us to request a copy.

ity. There are less rules and it is more like the old west. If you can't find a way to do

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WEATHER

It is winter here in New Jersey and the weather is normal with cold temperatures and snow. Happily the temperature yesterday was above freezing so we have been getting rain instead of another snowstorm. It is about this time of year that we start thinking about spring. The days are becoming a bit longer and the temperature is beginning to rise. By the end of this month the worst should be over and we can start looking forward to the first flowers of a new season. My thoughts will turn to what flowers I want to plant this year and making sure I have enough top soil. I love the different seasons. One of the best parts is the anticipation of the one ahead.

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

Regards,
Andrew LJ



THEMOPLASTIC COMPOSITE HURRICANE SAFE ROOM

Weather related disasters can happen anytime. Help guard what is important by utilizing Ideal Jacobs' new thermoplastic composite construction plaques. These plaques have been created to withstand the effects of extreme weather.

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something better, cheaper or faster, then loyalty will not save you for very long. With our new areas of injection molding, outsourcing in China, assembly and being able to re-engineer, it seems to correspond nicely with our contacts through traditional areas of buying. The pressure to buy for less is creating a market that is perfect for a smaller company that is not afraid to take huge chances to move into new markets. In other words, for as long as we hold our feel for the marketplace, are willing to use our brains and have the guts to go where we haven't, we will have an unlimited playing field to attack. That of course is combined with how long we can take the stress that is bearing on us. Yes, I eat ant-acid tablets, yes, I am exercising myself to an extent that might not be that great, but the exhilaration of playing in this game is so intoxicating with the potential payoffs, it is virtually unthinkable to retreat. Therefore, with the support of Ben and both IJUS and IJX teams, my family and friends we will keep moving ahead. We have to keep finding better ways to build things, substitute less expensive materials, change processes, and be more efficient. We have to utilize our contacts to get to areas for which we were never considered before. It is like a giant game of multi-level chess. The customer does one thing and we do another. A competitor makes something one way and we counter with a better method.

We have to score some of these big projects soon. We need to be able to prove that we can do it and deliver on time and successfully. We will not get many chances and we have to do it correctly the first time. As I said, it's a lot of pressure.

5/18/07

11:15 PM DST - HOME, NJ

My appointment with my urologist was postponed because he wanted a flow test and I did not know that. I was not prepared. It is supposed to happen next Friday. I had lunch with a former customer who is now selling for a large munitions company. I told him how brave I thought he was to go from an engineering job to a sales job. He was pleased. I hope that

he has what it takes to make it. People in sales are valuable; if he can do it, then he will be worth a lot more in the marketplace. Then it was back to the office again and my old best friend Hal from college was coming. He was delayed, however, which helped me because I had work that I needed to do and he got to my office at about 5:00 PM. We had not seen each other in at least fifteen years, but he pretty much looked the same. As we began talking, the old camaraderie came rushing back as if we had not been apart at all. We talked about family, friends and how life had been since we left college about thirty years ago. He is still the same highly intelligent, understanding and charismatic person that I remembered. We spoke about a girl that we both knew in college and how she would not go out with me, but wanted to be friends. I mentioned how much better that turned out because if we had dated, it would not have lasted. As it was, we became very close and I got to learn a lot about women in general from being around her and her friends. I wonder what happened to her; I tried unsuccessfully to find her on the Internet to say hello and find out how her life went. Probably just as well. If I was meant to contact her, then it would have happened. I am a believer in fate and trying to let some things be is sometimes the best way. After we finished our visit, he was off to go singing in a choral society of which he had been a member for years. I went to pick up Wendy to go to Kayla's actual Confirmation Service. It was mostly run by the class themselves. During it, I was suddenly brought back to my own experience more than thirty five years ago and I thought about me then and her now. Kayla is great and I am not the only one who thinks so. It is an honor to be her Dad.

5/19/07

11:36 PM DST - HOME, NJ

My wife has to go in for some minor surgery. I postponed my trip to Mexico, which is now scheduled for June 15th and June 16th. The people involved were really nice about it. I can get to Monterey in only two stops so I should be able to leave early enough on Thursday to

make my calls and still get to Guadalajara that night. I will make calls on Friday and then fly home Friday night.

Today went well. After Saturday morning service, I rode my bike in the soft, intermittent, springtime rain. I was dressed in my rain gear so it wasn't a problem. Along the way, I think I finally figured out how to do the global warming game. I hope to work on it tomorrow. I will divide the game into sets of questions entitled knowledge, luck, and perseverance. The global energy traders will be awarded carbon credits based on their reactions to the various questions. Now I think I can start.

Tonight Wendy and I went to dinner and then saw a movie, through which I wished I had slept, but unfortunately, did not. Not a problem since being with my wife on a date is good and I really liked popcorn and diet soda. I also bought flowers today and started planting. I love the vibrant colors and look forward to watching them grow, which today's rain will help. I still have a lot to plant and I hope to be done tomorrow.

5/20/07

9:13 PM DST - HOME NJ

I just sent an email to Ben regarding my plan to hire summer help both to help with the global warming Game and also the entrepreneurial program that I hope to launch in China. I believe that the Chinese economic boom will create a massive vacuum for young people who want to start their own business, but have no way to do it. I plan for IJX to offer them the infrastructure and guidance to be able to launch with us acting as mentors and supporters in all areas. We'll get 60% and they'll get 40% of the company. All they have to do is guide and sell their product; we will take care of the money and everything else. I am anxious to hear Ben's reply.

Today I played tennis with Ira. We also discussed how to handle Father's Day. That eventually got settled later in the day when speaking with my sister. She will have a barbecue with all of us. I also

went for a walk and then planted more flowers, which look beautiful. Then I went to see my mom. I had offered to bring some of the flowers over to her. My parents' live in an apartment, which they love and have a little space to garden on their outside patio. It was wonderful to be gardening with my Mom.

Since my Dad was singing in a Choral Concert, I actually got my mom alone, which is rare since they are usually inseparable. I got to talk to her about her parents and other relatives. We were getting ready for the taping of the CD that we are doing about my Dad and her. It was fascinating to hear about her mom and dad and other people I knew virtually nothing about. I look forward to the taping and I hope to learn a lot more about both of them. Our family has a long history and I would like to know more than I do.

I am not traveling this week because we have a three day quality audit starting Tuesday. I am not dreading this. In fact, I usually find some parts of it interesting and as I always say, if the auditor finds a hole in our system, then we will incorporate it and I will make more money from the increased efficiency.

5/21/07

10:00 PM DST - HOME, NJ

It was a day of extremes. I played tennis outside today. The weather was gorgeous and as usual I was beaten. Playing outdoors is much tougher on my body than the hard courts indoors. It doesn't make sense since you would think that the Hard-Tru courts would give more when moving. I find that they take much greater effort to play on so I am sore.

I spend most of the day getting ready for the ISO audits beginning tomorrow, general paperwork and planning my trip to Mexico in June.

The questions on the global warming game are coming to me relatively easily since I finally got the basic format completed. My eldest son Ben came home for

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the summer. It will take some adjustment on all of our parts. He has not been home for more than a few weeks in years and I have to be patient. He is not a child anymore, but on the other hand, he has to be able to work within the family unit. As I said, it will take working together on all sides, but I think that it will turn out to be fine. The schedule for the new book is to be done in June along with the new CD, which is to be recorded in two weeks. I am excited about all of it and business is about 11% ahead of last year. The panel prototypes all have to be modified more. We are learning a new area and are making mistakes. I am hoping that I can travel a lot within Europe when we go in July. Wendy is okay with it.

5/22/07

9:52 DST - HOME NJ

Our ISO 9001-2000 was in for the first day of the tri-annual audit. He will be here at least until tomorrow. Joe is a great auditor and really knows his trade. I, however, am very confident in our system. With that idea, I violated the first rule of being audited, which is never to let an auditor roam around unescorted. I wanted to take a nap because I was tired and I try to do so every day. He went off on his own through the plant. Up until that moment, he had not found anything that was a problem. After I woke up, however, he did find something and after some discussion, he is writing it up as an observation as opposed to a non-conformance. An observation is something that is easily fixed at that moment whereas a non-conformance is something that needs to be documented and is checked the next time the auditor comes. I rate how well we do by the number of non-conformance reports. I wonder if I will take the chance and nap tomorrow.

5/23/07

10:33 AM - OFFICE, NJ

I think that the market in China for labels is quickly becoming saturated. There are a lot of Chinese printers with more coming and I have no desire to go after that as it will have increasingly falling profit margins. I would rather leave the bulk of

that business to be fought over by others. I believe that we can focus on the higher profit label business in the U.S., Asia and Europe. We can stay in our niche area. I want us moving towards other markets where the profit margins are much higher. We started in China as a label company and I expect us to always make labels there, but there is no reason why we can't expand it into new product lines. Business is good for both IJUS and IJX and we have the time to seek out some new markets and directions.

5/23/07

10:04 PM DST - HOME ,NJ

I started work tonight on the application for people for the "new company" program. The objective is to find entrepreneurs worldwide.

The next step is to polish it, send it to Ben, setup how we will launch and promote it, and set-up with the local universities and media for September and then move on it.

I spoke with Kayla about this tonight and she very astutely said she thought that I was getting bored and needed something new. Although this was partially true, it is something that I have wanted to try for a while. She is concerned about what happens if it fails. I said staying where you are is not safe, but a recipe for slow disaster and we had to keep opening new product lines because the marketplace was changing so quickly. Nothing was stable and profitable for very long. She has a very good head on her shoulders.

I have also been working on the global warming game and emailed the lobbying group to which we belong for some general information to help with the rules such as price for carbon credits, and how they are issued, traded and certified. I hope that they can help promote the game once it is completed.

Our ISO audit is done. We got two observations, no Non-Conformances, which is a truly great effort by our staff. I am very proud of them. Business is good, which helps keep me calm with my mind

on the future.

5/25/07

10:18 AM DST - HOME, NJ

It is the start of the Memorial Day Weekend, the first weekend of summer. It was hot today about 90 degrees Fahrenheit and it was beautiful. I played tennis with my brother this morning instead of this evening because he did not work today. It was relatively quiet in the office as a lot of people took off early for the holiday. The hopes I had for closing some of the big panel jobs did not happen and my frustration grows. It is hard to be patient, although I know it's potential. If one goes the rest should be easier.

I went to the urologist today. When you get older (I am now 51) certain parts of the body need to be tested for various things and the urologist and I have been together for a while. I was scheduled for a 10:00 AM appointment, but I miscalculated my fluid intake and by 9:10 AM, I was about to explode so I took the chance. I went to his office early and happily he is only five minutes away. Unfortunately, they did not open until 10:00 AM and I could not wait so I rushed back to my office and told them we needed to postpone for a while until I was ready. But by regular appointment time, I was about ready again and went back. The results were okay, but not great and I had my medication increased to try to keep everything moving swiftly and smoothly. I go back in six months. I have been taking ant-acid pills again. There is a lot of stress and it is showing a bit. I am not sure whether to go to the doctor for that. I try to take very good care of myself, but I am not sure what is normal or not and I don't want to take any more pills than is necessary. As a whole everything is wonderful and I feel that we are on a good track in all areas. It is nice having Ben home, although I don't see him a lot. We have a funeral this weekend, one of my oldest friend's Dad passed away. He was a nice man; I played tennis with him once and I will remember him in a good way.

The allergy season is upon us again and last night I sneezed and felt a pain in my

throat. I sneezed again and I heard and felt something pop. Then it started to hurt a lot and has been sore ever since. I think it is slowly getting better. What an unusual thing to have happen. I am getting some strong resistance to my idea about finding entrepreneurs and starting new companies in Asia. I suppose that if I can convince everyone around me, then it really is a good idea. I am tired now and will think about it more this weekend. Most ideas don't sound great when I get this tired.

5/27/07

4:28 PM DST - HOME, NJ

I have not been in contact with the office since Friday night. It is Sunday afternoon and I have not stopped by to check my email. I decided that I needed a break and will wait until after I bicycle tomorrow before going in. The world knows the United States has the Memorial Day Weekend so I am not thinking much will happen. As for our plant in China, the email at home at night has decreased remarkably. They want to prove that they can be on their own and they are doing a great job of it. The time is fast approaching that I will not be needed in day-to-day operations of either plant, which means it is now time to move ahead both for continued expansion for what we have, our new product lines and the next location, which will probably be Eastern Europe or India. The further we mature as a company, the less I am needed. It is hard to be needed less, but it is an extreme compliment that I have chosen good people and they have done the same so our organizations are strong and secure.

Obviously, we can all continue to improve and that is our job that will always be part of my job description. In the meantime, less will pass through my desk, which leaves me more time to sell, market and move to new areas. It is a little intimidating, but it is the place for me to go and I will proceed forward as quickly as I can. My urge to be needed is my problem and I will not tolerate letting myself get in the way of our progress.

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