

GOING PUBLIC THE IDEAL WAY



BY ANDREW C. JACOBS

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Andrew Jacobs (Ideal Jacobs US) and Ben Meng (Ideal Jacobs Malaysia) hit the Bursa Malaysia Stock Exchange gong as Ideal Jacobs is listed for public trading.

TABLE OF CONTENTS

Foreword.V
Dedication	VII
Chapter 1: January.	1
Chapter 2: February	22
Chapter 3: March	44
Chapter 4: April	61
Chapter 5: May	81
Chapter 6: June	97
Chapter 7: July.	112
Chapter 8: August	125
Chapter 9: September.	136
Chapter 10: October.	147
Chapter 11: November	159
Chapter 12: December	181
Glossary Of Terms	200
Name Locator	201
Colophon.	202
Also By Andrew Jacobs	203

The older I get the more I realize how imperative it is to not only have a plan but a global team that can help you carry it out. It is that same group that protects you when times get tough, makes it easier to change direction when the road traveled takes unintended turns and tells you when they think you are right or wrong. They are also there to enjoy the daily joys, ups, downs and hardships of doing business and working together. They move forward towards common, positive goals and I am immensely fortunate to be surrounded by the best in the world.

Special thanks to our editors:

Kate Hannington, Lian Chin from Ideal Jacobs Malaysia, the Ideal Jacobs US Art Department and Richard Green in particular - you guys are awesome!

DEDICATION

To my mother-in-law, Joan "Bunny" Aaron:

Marrying your daughter was one of the smartest moves of my life, getting you in the process was like grabbing the brass ring.

Love Always,
Andrew

1/1/11**5:42 PM EST****Home, NJ**

Kayla was on schedule to arrive in Sydney, Australia about 24 hours ago. Unfortunately, the special overseas phone she ordered did not arrive on time and texting through our mobile phones is not working, so we have not heard from her yet. Quelling the constant feeling of complete panic since she may not know her texts are not reaching us, I asked her brother to log into her email to get the name of the hostel where she is staying. I kept getting chastened by people for being over-protective and did not set up my usual security net for her before she left. They kept saying she was a smart girl who could handle herself and I was overly concerned. For the record, it is obvious I am not "too" anything and if anyone in the future has the audacity to ever say that to me again, they will find my verbal fist down their throat. In the meantime, Alex was able to get the hostel information from Kayla's email and we will try to call her in about an hour and a quarter.

It was glorious weather here today and my bike ride would have been peaceful and magnificent, had I not spent the day worrying about what could be happening to Kay instead. I will try to stay calm, but will feel much better when we finally talk with her. As per our custom, we went to dinner with Barbara and Cliff last night for New Years Eve, which was very pleasant. We were home by 9:15 and I was asleep before 11:00 PM. This morning after my ride, we went over to their house for their New Year's Day party which was very peaceful and fun. Jessica and Joe were there with their new baby Cooper and it was a joy to hold him. Kay was the last person I held who was that small about 19 years ago. Time passes quickly.

1/2/11**1:21 PM EST****Home, NJ**

Great news!!!! We heard from Kay and she is fine. She had sent an email as soon as she landed in Sydney but it did not arrive until about 20 hours later - ironically, a few minutes after her second email telling us she had met some great people on the plane and was touring around with them for the day. She sounds wonderful and all of my anxiety was immediately replaced with joy. We even got a phone call from her later, during which she gave us a number to call and text her. The world was back in alignment.

I slept well last night and met my wonderful brother for tennis this morning. After returning his raccoon trap, which we happily did not need, it was downstairs to do my elastic Band workout and go on the treadmill. Since the new work year begins tomorrow, I am going to get my Daily Log (a combination calendar/task document) updated today to save some time. We have a new man starting tomorrow; a recent engineering school graduate. He doesn't know it yet, but his first task will be to go up to Jack's and make ballistic armor samples. I guarantee he is not expecting something as interesting as this. His job description covers everything and if he can make himself useful in enough areas, we can keep him. Otherwise, he will have a few months as I promised and he can move on with an actual position on his resume, which should help him to get his next job. I am doing this as a favor to his mom, but I interviewed "the kid" and he seems to have talent so maybe it will be good for the both of us.

I am reading that Mr. Obama, in the eyes of some of the media, has once again regained his luster as heavy favorite for the democratic presidential nomination for 2012. They feel his legislative victories are enough to stop anyone else from having a chance. I think they are being premature; there is a lot of time and many things could happen before the first test in Iowa.

1/3/11

5:00 PM EST

My office, NJ

I noticed that it is starting to get lighter earlier in the morning; spring is coming, although not for a while. I was back on my regular schedule: band workout, tennis, home to shower and into the office. Scott the new engineer started today, he is very excited about working here, a pleasure to see. We had him immediately go up to Jack's to work on ballistic armor tests for our new bulletproof vest inserts. It was a day of paperwork and getting ready for my next trip to Europe. I booked the round trip to Paris and now comes the fun part of scheduling everything else. We are continuing to spend a fortune on research and I emailed our banker today to give him an update of what is happening in case he is monitoring our credit line, which is being continually utilized. He is a good man who sees what we are trying to accomplish and offers continued support.

1/4/11

4:37 PM EST

My office, NJ

I often marvel at the rules of business and how they do not change. I have been sending our new ideas and newsletter to a list of potential defense/military customers and have gotten very little response. I was beginning to think it wasn't worth the effort until I sent a new bunch out today and got a few very good responses. It is amazing that it is truly all

in the odds. We are working on an agreement with a company in California to sell our defense products.

1/5/11

4:40 PM EST

My office, NJ

I heard from Kayla and she is doing well in Australia. That dwarfs any other news, but even so it has been a very good day. We got the approval from a new partner on the joint armor website and now I can try to finalize my trip to Europe and get their European agents signed on as commissioned agents to us. My son Alex is going crazy with his internship in Manhattan and trying to get his presentation ready to go after a \$25,000 scholarship he would use for graduate school. I admire his determination and energy. My older son Ben called last night. His landlord is forcing him and his roommates out so he can use the apartment for his daughter. He has to find a new place in Brooklyn in a hurry.

Our governor in New Jersey is taking a lot of heat for staying in Florida in Disney World while our state was socked by a blizzard. His Lieutenant Governor was also away and is trying to defend himself by saying he was in touch by telephone. I think he looks like a bad leader. If he does something this dumb now then I can't imagine him being in charge of the whole country. Speaking of which, there was a picture of President Obama in shorts and flip-flop sandals on vacation in Hawaii. I do not think a leader should ever be seen in public looking undignified, unkempt and sloppy. Another reason why he should not be president either, I would like to see someone truly qualified run for the office.

1/6/11

4:50 PM EST

My office, NJ

Jack and Scott finished the samples for the new bulletproof vest inserts and they are being tested on Monday. We have decided to make our new portable enclosure that keeps our soldiers safe from projectiles, blasts, force waves and ramming into a modular unit that can be morphed into different formations for different applications. Everything is slowly getting into position for our next main world sales attack. The republicans took control over the House of Representatives this week and have pledged to try to repeal the Health Care Act. If they are unsuccessful, then more jobs will be driven out of this country. Most politicians simply don't understand that there are options outside the U.S. as opposed to manufacturing here. It is unfortunate and they will drive the country to bankruptcy before they actually see what is happening.

1/7/11

4:20 PM EST

My office, NJ

We are making continued progress with the hand wash monitoring system. The Vibratect project created by Don should be ready for a second round of BETA testing in Nebraska by the end of this month. We hope to market the unit nationwide as soon as it is approved. I wrote a press release for the upcoming patent submission of our thermoplastic material. We will send it out with our mailings and newsletters; one of many to come. I am broadening our reach both utilizing as many media resources as possible and capitalizing on our various team talents to get the word out about our capabilities and desire for more and new business.

I Skyped with Kayla this morning in Australia. Since it was snowing here I pointed the computer out the window so she, her friend and her friend's family could see it. I am going to leave soon and go home to shovel the driveway. It should not take long and I want to do it before the snow freezes or someone drives on it, compacting the snow into ice tracks.

1/9/11

4:55 PM EST

Home, NJ

It has been a quiet weekend so far. The snow from last Friday meant no biking so I exercised indoors yesterday and then went out for a walk. Today I played tennis with my brother, exercised more inside then went for another walk. Last night Barbara and Cliff took us out to dinner to celebrate our anniversary. Through everything I have been thinking about new ways to modularize our new front fighting unit. The kit consists of 4-foot by 8-foot sheets of our material plus some folded panels and a connection and cabling system. I want it to have multiple uses so we are all thinking of new ways to use them. I think we will make some samples on a much smaller scale so we can tinker in our spare time. Sometimes it is easier to create with actual pieces to play with.

1/10/11

6:48 PM EST

Home, NJ

Igor came back from the Netherlands today. He looks more European and is looking forward to moving to Europe permanently. I was scheduled to go meet some people regarding our new technology tomorrow, but there is a storm down south and the airlines have already begun to stop flights. We are canceled for tomorrow and the snow is supposed to hit us late tomorrow night. I followed my wonderful wife's advice and our snow-blower is already in position at the top of our driveway.

A U.S. congresswoman was shot in Arizona. A lot of others were wounded and five people killed, all by one crazy shooter. It is very sad to

see a whole group of good, innocent people mowed down by a madman. I hope the congresswoman and all the other people hurt recover completely and, if the man is convicted, he will be taken care of permanently. I believe in the death penalty. If nothing else, if the conviction is solid and there is no doubt in guilt, then the person should never have the chance to kill again and the state not have to pay to keep them alive.

1/11/11

4:54 PM EST

My office, NJ

It was another crazy day in the printing business. One of the employees at one of our biggest customers decided he wanted to change the ink color for a particular product. The problem is he is going against the current corporate color schemes and creating potentially great problems in the future by keeping "his" color separated from every else's. I will be interested to see if others in his group allow him to do as he pleases. Their corporate color group, once one of the best in the world, was disbanded and there is little keeping everyone in "color, look and feel" constancy.

1/12/11

4:04 PM EST

My office, NJ

The amount of email back and forth every morning and evening with Asia and Europe is amazing. This morning Ben suggested that since we already have a sales team in place in Asia, we should try to get U.S. based products, not made anywhere else and be distributors for them. I agreed it was a good idea and spent the day contacting some of our best and most unusual suppliers and customers to see if they had an interest in representation in Asia. I eventually contacted six companies and one has replied affirmatively so far.

Yesterday Jack came back from Maryland where one of our samples passed a very big test. I can't write about it here, but it means that the material we would use for bullet proof vest inserts will be lighter and cheaper than that currently in the marketplace. We now have to go back for another set of tests and if we pass those, there is one final and very expensive group that will approve us for use in armies worldwide.

I heard through my wife that Kayla finally got to hold a koala bear and pet a kangaroo that had a baby in its pouch in Australia. She also learned to scuba dive in her friend's swimming pool, courtesy of her great dad. The area where she is staying is in a drought as opposed to other parts of the country that are experiencing torrential rainfall and horrible floods. I am glad she is where she is.

The snowfall last night ranged from 6-8 inches, but after the huge snow last month, it was not a big deal. We have all seemed to adjust to the snow conditions for the moment and we will be fine if more comes.

The only problem I fear is not being home to clear it.

My son Alex won a \$10,000 scholarship for graduate school last night, although he was unsatisfied since his eye was on the \$25,000 prize. I got up at 4:15 AM this morning to shovel and got most of it done. I plan to go home soon to finish the balance of the job. I am hoping to see the blacktop on most of my driveway; the results of an early cleaning and my reward for doing a good job. I remembered to clear paths for Bailey so he could run a little in the backyard. He is a little white dog and could be easily lost in the snow, so we have to be careful.

1/13/11

4:43 PM EST

My office, NJ

Being in charge of sales worldwide gives me a lot of leeway regarding what I want to do, but then I have to live with the fallout. For instance, I am now going through our central database, which has contacts worldwide. I have little if no hesitation contacting people directly and copying our local team members so they know I have done it. Sometimes that drives them a little crazy, as I am usually very direct in my correspondence and pushing harder than they ordinarily might. In fact, I will often re-attack when they have not been able to penetrate a specific area which they may consider too aggressive. I am vividly reminded of discussions I had with my dad thirty years ago when I said he was too pushy and aggressive and he would just smile at me and tell me I would learn. He was right, I was wrong and as the years passed, he began to shake his head both in marveling and with some worry, as I would bulldoze my way through contacts, meetings and negotiations, going after what I wanted. In the end, aggressiveness, intelligence and the ability to understand and supply what people want are the keys to selling - not being a nice guy who people like. When there is trouble, people will come to us because they know they will get action to help their problems and save their jobs. They also know they can call me directly if they are not satisfied and we will move a mountain to make them happy while reprimanding whomever in our organizations worldwide that didn't do their job correctly. I am there for them, they know it and that is why we have grown so much. The perceptions of what selling is are completely wrong, as in most areas of life. Most people would not be caught dead being called a salesman, when in truth, the most successful people on the planet are those who can understand what is needed and take care of it.

1/14/11

4:29 PM EST

My office, NJ

We had a supplier come in today who makes modular offices and living areas that can be pieced together to simulate a 40-foot shipping

container, a project we want to armor to help protect boat crews from pirates. It is good having a sales force that can handle multiple areas; we need to utilize them more. Our preliminary patent application has been submitted to the patent office and our protection should have begun. Meanwhile, I am the "go to" guy for our public relations firm for our Asian offering, which means they will be interviewing me next time I am there so I had better be ready. I have lots of documents to go over and if they are picky about individual numbers and not sticking to the areas where I think they should cover, we will have a very direct discussion.

Kayla called Wendy yesterday. She got a bad sunburn, which is a little dangerous because she got another serious one a few years ago and the dermatologist said she had to be careful. She was very upset, but the good news was it was on her front as opposed to her back since she is going to be sitting in a plane for a long time starting tomorrow.

1/15/11

5:44 PM EST

Home, NJ

After a workout of bands, the treadmill and walking outside, I had to hurry to get ready to go to my meeting with Tushar. I was so rushed I forgot to comb my hair and then to my dismay I realized I also forgot to shave. I had my travel computer bag with me which has all of my supplies. I stuck my brush, small shaving cream, razor and cream into my coat. I was early to the restaurant and took the opportunity to duck into the men's room and cleanup. I do not like going into any business meeting unshaven, so I felt much better after I was done. Refreshed, I was back to the front door and soon met with Tushar.

I had been emailing somewhat regularly with Tushar, but had not seen him in years. The last time we were together was the Ideal Jacobs Sales Summit we held in Hong Kong a few years ago. It was a really good adventure, but no actual business happened between the three of us. We were supposed to meet about a year ago to explore India for potential business, but it was the week after the Mumbai bombings so I canceled it. It was really good seeing them both and after everyone updated each other about what was happening. We agreed it was time to see if India did hold any potential for Ideal Jacobs and decided to try for the first week of February. It was a good lunch and since we have all of this buzz going within our companies regarding India, I decided it was necessary to see the country and potential plant locations for myself. The fact that I will have two native Indians with me who probably speak at least six languages between them gives me a very good feeling of personal safety. I am very interested in the sales and manufacturing potential of that region, but also worried due to the reported infrastructure disruptions with water and electricity and the potential problems with terrorism and lack of law. These are exactly the reasons I have to go myself. I will get

an accurate reading only from personal contact and now is the time. I emailed Ben when I got back to tell him of my plans and to see if he wants to come.

I put my snow blower back into the shed with the hopes that I won't need it again for awhile and then it was off for a haircut. Now Wendy and I are due to leave soon to have dinner with friends. I leave for Florida next week, Europe the week after and then probably nothing until India and Asia again in April. Ben sent me a proposal from a firm in Malaysia to help handle our media relations for going public. I have been told I am the "point" man, the guy out in front. I will need help to get ready so that I do a good job.

1/16/11

4:05 PM EST

Home, NJ

Kayla got home around 10:30 PM last night and it was a joy to see her. Except for a bad sunburn she was wonderful. I decided to make a change this morning and after tennis and my band workout, I pulled out my cross-country skis, went to a nearby park and toured around for a while. The weather was cold, the snow dry and it was very nice to be out there again. I was a little unsteady at first, but got the hang of it again by the time I stopped. I have been emailing with Our Dutch representative, who is worried about a potential problem with a cable assembly we are supplying to a customer in the Netherlands. Since he is striking out on his own with IJE, he (we) need all the sales he can get. Whenever you are making big changes, whatever you are sure will happen won't, and new possibilities open up that were never there before. Such is the wonder of being in charge and responsible for both yourself and others. As for IJM, Ben is working very hard to make sure everything is ready for the public offering. He is under a great deal of strain and it is good he is going to Malaysia for the Chinese New Year. As for me, the need for building world sales is always increasing and receiving growing amounts of my attention.

Tonight is the Golden Globe Awards. The Red Carpet, where the stars come out in their fine clothes, is a favorite to watch for Wendy and me. Since Kayla is also home we plan to watch it all together. The actual show is not as interesting, but I may view some of that also.

1/17/11

4:25 PM EST

My office, NJ

Trying to put together global alliances is an extremely tricky endeavor. Not only are you dealing with other companies, some big others small and their corporate cultures, but their overall thought processes, ways of doing business, economies and everything else associated with business

in general. When it works, it is amazing what can be accomplished, but the road is often littered with the strangled bodies of my good intentions. As of now, my trip to Europe is planned and I am working on my next one for a combination of South Korea, Malaysia and India. I have no way of knowing if what I am doing, how I am doing it and the people I am trying to do it with will be successful; to what degree and if it will produce anything, even if everyone agrees to move forward. But I have a viewpoint, one based on what I was taught, which is the idea of percentages. If more people are selling our products in an intelligent manner worldwide, then the chances of doing business increases. I am not a genius, but I do know what works. The rules of business worldwide are set and will not change. It comes down to how much effort I can focus from all of our people on a path forward.

It is Monday and there is a small snowstorm coming tonight. Tomorrow I will get up, clean the driveway, go play tennis if I can get there, come into the office and attack again. This, of course, after I will have already been emailing by 5:00 AM tomorrow morning. I love my life, I love my job and the best utilization of my time is one of the things I treasure most. My goal of creating 10,000 jobs before I stop is doable, and this is the way it is going to happen.

Ricky Gervais was the emcee of the Golden Globe Awards last night. He received a lot of criticism for being too harsh. Of course, that is his humor and it is exactly what he said he would do, just what the people producing the show said they wanted. Then he was criticized for being himself. It is like being angry at a dog for barking or a mosquito for biting people. It is what they do and it is our own fault if we expect anything else.

1/18/11

4:05 PM EST

My office, NJ

I had a dilemma this morning. It snowed about an inch and it was sleeting on top. If I shoveled then, a glaze of ice would make our downward sloping driveway a sliding hazard. I decided to wait until tonight, but I still felt guilty about it all day. The good news is my wife was able to get out and back into the house, so I guess my decision was good.

Today, Mike and I went to Newark/Liberty Airport to get registered for the special entry program for U.S. travelers. They showed us a video, went through our extensive applications, took our pictures and fingerprinted us. We are now eligible to go through the expedited immigration service in the U.S. and other selected countries. This can be a great timesaver if the lines for standard entry processing are huge. It has been a good month so far for sales and a great brightener for all of us.

Continuing to upgrade our systems is a constant need and challenge. We have to keep getting better so our customers are delighted and have

no impetus to look elsewhere. I have been getting the materials ready for my trip to Europe. We have just finished our first press release regarding the announcement that the patent for our composite thermoplastic processes is pending. We have one patent here in the U.S. and it would be very cool to have another. More snow may be coming while I am away on Friday; Mike the driver is ready in case he is needed.

1/19/11

5:22 PM EST

My office, NJ

It has been a crazy day of trying to get ready to leave tomorrow for Florida, get the sales materials ready for my trip to Europe and working on new sales and customers - I loved it!

1/20/11

3:11 PM EST

West Palm Beach, Florida

Bunny and Jeff's apartment

I woke up at 4:00 AM, exercised and was at tennis and ready to play at 6:15. My partner was nice enough to come 30 minutes earlier than usual because I had to get to the airport. It was a spirited contest and I lost, but we both had a great time. I rushed home, changed, kissed Wendy goodbye and Mike the driver got me to the airport in good time. I got through security quickly and, figuring I had time, I bought Bunny a gift of various creams, stopped off at the Continental Airlines Lounge to pick up a copy of my favorite newspaper (the Financial Times), got some Indian currency in case I do go to India later next month, bought a sandwich to augment my food supply and went to the gate. To my dismay, they were already boarding; I like to be one of the first on. But there was room for my bags, so everything was fine. The passengers were a wide mix of ages and the noise level was quite high, but as soon as we got up to 10,000 feet I was able to use my noise reduction headphones and all was fine. I was seated next to a woman from New Jersey who, after we began chatting, turned out to be a psychotherapist. I gave her my philosophy that my family used "trainers" of all kinds, from physical to mental and I found nothing wrong with seeking assistance in any area as long as it was targeted and had a definite completion schedule. She agreed and we had a pleasant time together. The man next to her had ordered a glass of juice with two small bottles of vodka, explaining he was getting ready for a trip to Las Vegas in two weeks. When I inquired if he had an Elvis Presley imitation, he said he did not. I said I was declining to give mine since it was not of high caliber and both my seat mates approved of my discretion.

Once landed, I found Bunny right away and we were off to their apartment. She looked well and the weather was a fantastic 80°F with lots of sun and few clouds. When we got back here, Jeff wasn't feeling

well and went to bed. Bunny had some errands, so I decided to go on my annual alligator-spotting hunt. It is really quite a simple adventure. The apartment complex here includes several golf courses, which have ponds running through them. More than a decade ago, I thought I saw a small alligator and since then I have gone walking and looking for more. I did not really expect to find any and the only thing I do is look, but it adds another dimension to my walk, as well as adding to the eccentric aura that some people seem to think surrounds me. After that I went to the pool for a quick swim. My energy was rapidly leaving and I did not last long, but the water was beautiful and it was truly a relaxing and enjoyable experience.

Once back at the apartment, I had a feast of various local fruits, some yogurt, a roll and yes, a diet soda. Something about the taste attracts me. I don't understand it, but in the scheme of life it is a relatively harmless vice. I checked in at the office and am watching my email. Things seem to be fine. I have been working with Titan at IJX. He has a contact in South Korea from the composites trade show where their team displayed with Brett a few months ago. The man in question is very mysterious and won't say who he is representing, but they want to partner to utilize our composite product. When I asked his people to sign an NDA, he said he still did not want to disclose who he was representing, which, to me, meant he had no power and was on a fishing expedition trying to see who he could attract. Even if he signs the NDA, I will not disclose much and now he has to send me proof of his citizenship to make sure he is not from a U.S. restricted country. My feelings about this man are darkening with every passing day. It is good I deal so much through email. I can tell a lot without having met or spoken to someone on the telephone and I go with my instinct.

1/21/11

1:58 PM EST

West Palm Beach, Florida

My in-laws' apartment

I am sitting in the small entry area leading to the complex's pool. It has been raining off and on for the last hour, which has been beautiful to watch. I had a good night's sleep, woke up, ate a bit before and after my band workout until I went to go play tennis. There is a whole country club/golf course condominium complex here that is really nice, well kept and has a really nice court to play tennis. I have been playing here annually for years and the two pros/teachers, David and Hans, are both older players, in very good shape and are fun. I bring up their ages because, like my doctors, I like being involved with people roughly my own age. The reason for the physicians is obvious: it is much better to have a doctor in his 50s if that is your age because they have a much better base of experience and knowledge and have good ideas as to what is normal

and what you can and should be capable of. It is the same way for tennis partners. If we are all roughly the same age, then no one is out to really kill the other person or expects to keep playing at top speed for hours. Our limits are about an hour a day and as long as we do that, we can play multiple times a week with less risk of body breakdowns. The new pro, Mikk, is Estonian and looks about 30 years old. He bounced onto my court with incredible energy and exuberance and I knew immediately I was going to be in for a very hard workout. He was exceedingly pleasant and by the time we finished, I was barely walking. Of course, I told him to make me run, but I did have a great time. Trying to play tennis on an outdoor, softer surface with sun glare and wind make for a challenging and fun experience. Tomorrow we do it again.

Afterward, I was back to the apartment where I started eating and kept going to replace the calories I had burned up on the court. Jeff and I had planned to take him to the barber to get a haircut and his beard trimmed, but he has not been feeling well so we squelched that idea and Bunny went to play mahjong with her friends. I am very happily doing some laundry, writing, prepping for the next meeting about going public in Malaysia and other work.

I may go for a swim or small walk later; it looks pretty cloudy with a chance for more rain. If Jeff is still not feeling better later, I will take Bunny out to dinner myself; hardly a negative situation since we get along so well together. I spoke to Wendy, who told me that Mike the driver had just finished shoveling our driveway and we are now ready for the blast of arctic air that is coming toward us. There is talk of another storm coming Tuesday. I just heard from Kayla. She is back at Cornell and pledging sororities. There are five different groups who want her, so she is having a really good time visiting their various houses so she can make a decision. She sounds wonderful, which always warms my heart. The laundry in the dryer should be done, there is a diet soda waiting to be consumed and I have to decide whether to swim, walk or take a nap. Such are the incredibly complex, serious issues I am dealing with at this moment. The world seems to be getting along without me, but I will grow restless very soon and need to get back into the game.

1/22/11

1:42 PM EST

West Palm Beach Airport, Florida

I woke up this morning to a very cloudy sky with cool temperatures, but since I am coming from winter in New Jersey this was not a big deal. After my band workout and breakfast, I was off to go meet Mikk again. As we started to hit, it was actually raining lightly, but that did not bother either of us. I was able to adjust much better to the surface today and was playing well until we broke for a quick drink of water. I took a look at my racquet strings and realized that the combination of the wet weather,

the granular playing surface and the balls had shredded them. I ran into the clubhouse and saw the main pro David, who gave me a loaner racquet that was weighted toward the top like mine. As soon as I started playing with it, I realized it fit me perfectly and then I really started to play well. Mikk and I battled point to point with me losing virtually all. After all, he is a pro, but I held my own. I actually asked David if I could buy the racquet on the spot, but he said this particular one was on a contract for a year and he could not. Too bad, but it was a great time playing with it. By the time Mikk and I finished playing on the front main court, there were actually people watching us and it was a lot of fun.

Afterward, it was back to the apartment and off to one of Bunny's friends, who was able to print my boarding pass. After lunch and one more quick visit to the pool to sit by the water's edge and watch the blue sky, it was here to the airport. On the way, Bunny said she would buy me the racquet I liked for my birthday coming up in February; she is wonderful! It was nice to visit and I love my once a year trips here. I am now ready to go back home. I finished the prep work I had brought for going public and my next task is to finish the next edit for my new book. So far, the plane is on time.

1/23/11

1:30 PM EST

Home, NJ

We actually got in early last night - thank you Continental Airlines - and Wendy was there pick me up. We went out for dinner and were back and asleep by 11:00. It was wonderful to be home and Bailey was very glad to see me. I woke up to a very cold morning; single digit temperatures with the wind chill factor. I actually wore sweat pants over my tennis shorts on the drive over to play with my brother. It has to be pretty cold for me to do that. Afterward, it was back home, my band workout, some time on the treadmill, then outside to do some finishing touches on the snow clearing that Mike the driver had done while I was gone. He did a good job. It is a big load off my mind to know he is dependable and will get the job done so Wendy can get out. The next storm is scheduled for this Wednesday. There is still a lot of snow on the ground. As is customary, I am already getting ready for my next trip; powering up my various devices and replenishing my medical supplies. Since many people do not travel much, I thought you might like to see my check list. I hope it may come in handy.

Traveling Check List

Business Related Items:

Local currency - *Try to obtain before you leave this country*
Credit cards - Check if you need to alert the companies of foreign travel
Business samples
Charged cell phone, charger and extra batteries
Charged computer and charger
Batteries

Documents:

Passport
Visa (if needed)
Driver's license

Personal Medications:

Antacid pills
Anti-Gas pills
Anti-Nausea pills
Anti-Diarrhea pills
Aspirin or similar medication
Plastic bags – wrap each shoe in its own bag, take bags for laundry

Personal Items:

Brush
Scissors – *Check if airport security will allow in luggage*
Manual and/or electric toothbrush
Toothpaste
Dental tape or dental floss
Hand cream
Razor
Shaving cream
Allergy medication, if appropriate
Vaseline
Lip gloss
Anti-bacterial liquid
Comb
Mouthwash
Antibiotics
Batteries
Workout bands
Sun and regular glasses
Noise reduction headphones
Alarm clock, battery powered

Clothes:

- Dress shirts
- Ties
- Tee shirts
- Suit
- Workout shirts
- Sweat pants
- Long sleeve tee shirts
- Handkerchiefs
- Boxers / Briefs
- Dress socks
- Sports socks
- Short sleeve shirts
- Long sleeve shirts
- Casual pants
- Umbrella
- Bathing suit
- Goggles
- Jacket, if needed
- Coat, if needed
- Spandex, to walk and workout
- Shoes
- Sneakers

Food:

- Granola
- Raisins
- Oatmeal
- Vegetable patty sandwiches
- Peanut butter
- Jelly
- Bread
- Fruit
- Chocolate
- Granola bars
- Gum
- Candy

Things To Check:

- Check if a hotel close to airport is necessary
- Charged iPhone and charger
- Charged iPod and charger
- Charged cell phone, charger and extra batteries
- Charged computer and charger

Wendy and I are going out to the movies in about an hour. There are two big football games to decide who plays in the next Super Bowl and neither of us care, so we are hoping the movies will not be crowded. Wendy always says that one of the initial things that attracted her to me was that I first asked her out on Super Bowl Sunday. She liked that I did not care about football or watching sports in general.

1/25/11

4:20 PM EST

My office, NJ

Whenever I start feeling cocky or that I have a lot of the answers to life, something usually hits me in the stomach to bring me back down to earth. In this case, it was my eldest son Ben. He asked for some advice on his career and after we spoke last night, I thought I had done a good job of laying out the options, bringing up his many good points and giving my take on business as a whole and his spot in it. As per the email I got this morning, not only did I miss the mark on my advice but also in the manner of delivery, which, in his description, reminded me of what I used to say about the grizzled veterans I talked to in my younger days. In other words, I have made the transition from being young to being older. I thought I had done it without the corresponding lack of the ability to transmit experience and supposed wisdom in a way that would not provoke fury. Obviously, I was wrong and it hurt on multiple counts. After a day of reflection, I have come to the conclusion, as my father and his peer group did, that the wish to impart the information that can avoid pain, especially for our kids, cannot be translated into a language that can be absorbed on a global basis. In other words, you can give some advice, but a lot of life's lessons must be experienced first. I now understand and although I tended never to give advice unless asked before, I will be even more reluctant to give it now. The good news is that I have been able to partially reshape some of the more negative and bitter memories of my early career and chalk them up to the fact it was more a fault in my translation of the information being sent than in the persons giving it.

Mr. Obama's State of the Union Address is tonight. He says he wants to help small businesses. If he can prove he can actually help me, then I will start to believe him. For now, I am still paying for everything he has done.

1/26/11

3:25 PM EST

Home, NJ

It snowed again today with another big storm scheduled to hit tonight. I will go home and shovel and do the same in the morning; tennis looks doubtful. After I left the office yesterday, I decided to have some

fun so I went to the bicycle store to look at the latest models. You may ask, do I need one? The answer is no, but aside from world domination I have few vices and getting bikes is one of them. It was just me, two salesmen and a repairman and it was a fun discussion regarding what was best for riding the trails in the Berkshires. They are modifying one for me with higher handlebars so I can sit upright and it should be ready to test tomorrow.

The President gave his State of the Union speech last night. Wendy and I tried to watch, but all they kept doing was standing and applauding. The whole thing was so staged, it was a waste of time to watch. Both she and I prefer they would just get down to work and stop showboating, but that probably will not happen. Even if they do anything, the odds of it helping me and small businesses as a whole are slight.

Our latest mailing celebrating the Chinese New Year is ready to go. It includes an IJ calendar, advertisements and a CD containing two of my WOR radio programs. I hope people like it and it also means they will not need to be contacted for at least another three months. I just finished writing the Ideal Almanac newsletter. Next month is number 100, so I want to try to do something special.

1/27/11

3:46 PM EST

My office, NJ

I got home last night and immediately shoveled about three inches of heavy snow from the driveway and back steps. The forecast was for 8-12 inches and we got about a foot, which I discovered when I went outside this morning. I had stationed our snow blower at the top of our driveway so I was ready for action. I was mostly done after about 90 minutes of intense work, which was good because I was very tired. The ride to work was relatively easy mainly because I have a great car and there were only a few other drivers out. I spent the morning making changes on the manuscript for my new book

I spoke with Mark from WOR radio in New York. I miss being on the air and we are talking about the possibility of me going back on after we go public in April. His daughter also goes to Cornell and she is pledging the same sorority as Kayla; it is a small world.

Our accountant Gary was in today and as expected we spent most of the profits from 2010 on research and development for the non-lethal air cannon and composite ballistic armor. It is taking a big chance but there is no choice. If you don't go for new areas, you will have already started dying.

1/28/11

4:12 PM EST

My office, NJ

It was a bit unexpected, but when I got home last night a plow had gone past my driveway, pushing more snow onto it so I was out shoveling again before dinner. I also had to clean off the back stairs and grill area, not to mention some paths along our backyard to give Bailey a chance to walk around. I seem to be shoveling more grass this year than in a long time, but my dog is worth it. More snow is predicted for tonight and tomorrow and I will do it again as needed. I emailed with Ben from China about plans for the future. After we tentatively go Public in April, we will eventually hope to go up to the next level in Malaysia or another exchange like Taiwan and possibly Hong Kong a few years after that. If things go incredibly well, we may be looking at the China Stock Exchange in the next 10 years.

I played tennis with Ira this morning. He throws a great Cedar for the Passover holiday, one of our family's favorites, which is now going to be at my sister Irene's house due to the anticipated arrival of my new grand niece or nephew by Rachel, Ira's daughter. It will be a very exciting time and I can well understand why they don't want more than 50 people at their house for dinner.

There is extreme political stress in some Arab countries right now. There was a change of government in Tunisia and Egypt and Yemen are also having demonstrations by an unhappy populous. I have Euros in my wallet getting ready for my trip. I will finish packing tomorrow.

1/30/11

4:49 PM EST

Newark/Liberty Airport, NJ

Yesterday, Saturday started off well. I got up and attacked our driveway and walkways and cleared away a large section of the peripheral snow. It took about two hours and I was exhausted by the time it was done. After a hearty lunch, I went to see my parents and then it was back home. It was here that the muscle aches began to get much worse than they normally have been. Unfortunately, my fears were confirmed with stomach problems developing and it appeared that I had a case of the flu or some virus, despite the fact that I had my inoculations months ago. With the knowledge of having to travel today and the fear of having to do it while sick, I immediately stopped eating and started taking all types of medications to try to mitigate the effects. I was asleep by 8:45 PM and although I was up a lot, I managed to sleep mostly through until 7:30 AM this morning. I got up well enough to go play tennis with my brother as the achiness was mostly gone and my stomach was better. I was able to take my wonderful wife to a very pleasant lunch and then we relaxed for the rest of the afternoon until Mike the driver picked me up. I would

normally be in an airport lounge at this time, but the Open Skies facility is before security and I am always paranoid that something will happen and the entry will be blocked. It was also uncomfortably hot in there, so I took the mind calming alternative and here I sit in the gate area with close to 75 minutes before boarding. There is more snow predicted for this week and Mike the driver is on call while I am gone. In fact, in order to be doubly sure of preparation, I took pictures of the various switches and the key on my snow blower and emailed him directions so he would know what to do. It was hard leaving Wendy today. It was very peaceful before I left and I miss it already.

Elsewhere in the world, Egypt is going through some major government upheavals and it is hard to tell what type of government will be in power within the next 30 days. Mr. Mubarak has said he will install a Vice President, but no one is sure if that will be enough to quell the rebellion. Elsewhere in the Arab world, more unrest is happening and the most direct effects will be increases in oil prices and inflation plus a general feeling of uncertainty for areas of the world that used to appear solid.

As for Asia, IJM is rapidly hurling towards our goal for going public, but it is going to be a difficult birth. The Chinese New Year is now in progress and I anticipated communication there would stop, but they haven't. Ben and the team are working hard to get the final details settled. I still do not know when I am supposed to be there, but maybe it will become solid within the next two weeks.

1/31/11

Aprox. 9:45 AM French time, 3:45 AM EST

A bistro on University Avenue, Paris

This is obviously a neighborhood restaurant. People seem to know each other and it has a friendly atmosphere. I am an outsider, which is magnified because I am wearing a suit and obviously just passing through since I have luggage. However, it seems like a nice, temporary oasis from the cold and I am glad I found it. It is nice to be back in Paris again. It is a pretty city and I am starting to get familiar with it.

The plane ride over was excellent. There was no one sitting next to me, my stomach was fine, I got some sleep and we arrived early. I was fortunate to find a restroom at the airport with plenty of space so after I got my suitcase I was able to easily change into my winter clothes. I brought both winter and summer suits but since it was 27°F when we landed, I went for the heavier garment. My taxi driver was very pleasant, Haitian and had been living here for twenty years; coincidentally he has a brother who lives in New Jersey.

I heard from Dutch Rep., who is on his way over. I also heard from Ben. Good news: our stock price is settled and so is our final meeting, so now I can book my flight for next month. I need to know how long I have to be there since I have other stops I would like to make.

1/31/11

1:26 PM French time, 7:26 AM EST

Charles De Gaulle Airport, Paris

You never know what can happen when meeting new people, so I try to keep my expectations to a very minimal level to decrease the potential of being emotionally slammed. In this case, we met with a potential Sales Agent for our Ballistic material here in Paris. We started speaking with two men, who were both centered on selling to the French Navy. They were eventually joined by a third and a fourth man, who was interested in selling to the army. As are all good salesmen, they were very interested in our material because it could represent a new market for them and it is new to the market itself. If it is proven to be better then it could be a bonanza for new sales. They like our renderings for different potential products and we left them a sales agreement to look over to see if they wanted to become agents for us. We have some research to send them and they will let us know if they want me in on a meeting Friday morning when I am back in Paris. It was a good call with great potential for all sides, just the kind I like.

Afterward, it was here to the airport and a painless journey through security. Our next stop is Milan. I will try never to promise the impossible unless I tell them the risks involved. I like to give people lots of ideas and to be interested, innovative and quick to respond, so they will remember us for that and will think of us first when the actual needs arise. The odds of us coming up with a product someone will need in advance is low, so we need them to come to us after they get the problem or inquiry. It is a fine line traveling for sales; you don't want to look too spread out in your product lines, but you still have to keep the customer's interest.

1/31/11

11:05 PM Italy time, 5:05 PM EST

Radisson Blue Hotel Milan

We got to Milan, it is a beautiful city.

Manuel and his partner Gino, who are our potential Ballistic reps here in Italy, met us for drinks in the hotel bar area. Their story was fascinating. Manuel's grandfather and father had a paint company, which he took over when his father died. He is only twenty-five years old and has been in the business for only two years. He is obviously aggressive, intelligent and wants to move into new areas. He and Gino both like our product lines and are ready to move ahead. After a wonderful dinner in a local restaurant (Wendy would have been proud of me for trying some of the local dishes), we bade them farewell, agreeing to exchange information and leads. We will get working together as soon as possible.

Once back here, I spoke to Wendy, who told me more snow and bad weather is coming there tomorrow and called my office. As often happens toward the end of the month, a large amount of sales that I thought

would be invoiced this month were pushed to February, which meant our fantastic month was now only great. However, February is already looking very good, so I should stop complaining and go take a shower because I am obviously overtired and too emotional at this moment. I will take my own advice.

2/1/11**12:55 PM Austrian time, 6:55 AM EST****Vienna Airport**

I got up at 4:00 AM, worked on email and exercised in my room. I got to the gym at 5:05 AM and sure enough, as promised by the hotel staff, it was open for me. It was a nicely laid out room. I finished my band workout and then went onto the treadmill. I had to cut it short because I was low on time and I was not going to get up any earlier than I did. Breakfast was excellent after eating mostly carbohydrates yesterday. It was a joy to go back to my standard traveling breakfast of seven hard boiled eggs, fruit and water.

After checkout, we got us to the airport in good time and are currently on schedule. Once we landed, I found an internet connection and am now scheduling my next trip to Asia. I emailed more information to Manuel and Gino last night and will send more as soon as I can get to an internet connection that allows me to send as well as receive. So far, we are on schedule to arrive in Amsterdam by 5:00 PM and then it is off to go see our new IJE accountant.

2/2/11**12:15 PM Spanish time, 7:15 AM EST****In flight to La Coruna, Spain**

We got to Amsterdam on schedule to messy, wet weather but no snow. The meeting with our new accountant went well. After another meeting and dinner, I was extremely tired but I still had work to do and did not get to sleep until past midnight. I got up at 4:00 AM hoping I would have the chance for multiple naps today, did my Band workout in the hotel gym and then walked outside. It was very cold, close to freezing with a brisk wind and heavy fog. I walked along the inland harbor and saw some of the boats in the early morning darkness. It was a magical walk filled with all types of sights and sounds. It was so foggy I could not actually see the inland lake and decided to finish my walk back at the hotel parking lot.

After breakfast, we had two people coming to interview for the office manager position at IJE. I wanted to meet them and both were good candidates.

The ride to the airport was swift and as we checked in, the ticket counter person told me my laptop case was too heavy and thick so I took some things out. This included, regrettably, my headphones and iPod; I felt a bit naked without them. The plane was delayed and now I am not sure if we will make our connection. If we don't get to La Coruna today, I am not sure

what we will do. My flight to Paris is not until late afternoon tomorrow, so if I can get to La Coruna in the morning I can still make the call. We are towards the front of the plane and will move as quickly as we can when we land, but the other question will be if our luggage is able to make the transfer or if they will be lost in transit.

2/2/11

5:12 PM Spanish time, 11:12 AM EST

Madrid Airport

You could not possibly know it, but the fact that I am writing this here in Madrid signals trouble. We were late taking off from Amsterdam and in spite of the positive predictions from the flight crew, we landed only 10 minutes before our next flight was scheduled to take off. It must have been a comical sight; a tall Dutchman and crazy American running like marathon runners (at least I like to think so) through a very long terminal and checking the departure number signs. Unfortunately, our gate was at the other end of the airport and although we got there with two minutes to spare, the plane was already gone. Now, being both sweaty and annoyed, we went to the customer service center and got two good bits of news. The first was that there was another flight in less than two hours, which we are now on, and the second was that our luggage is supposed to be with us. With that, we found a cafe and have spent the last hour working and making calls. I checked in with Wendy, who had left a message with the office for me to call her - not a good sign. Our area at home is being hit with an ice storm and my wife had taken command and hired a plow company to take care of our driveway. This was excellent news and the smartest way to handle it, as I told her. Then I checked on the office, who are doing well except for the snow conditions.

Brett was now back at home after a long day of surveying gas stations for a potential customer to see what labels and signage was needed. It is our hope that they will choose us to remake all of the needed materials. Brett has been after the account for almost two years so I hope it is his and our time to get the business. I also spoke with Jack and amongst other things, he is working on a new round of tests to try to pass an equivalent to a European standard for our ballistic armor. If our product passes, it should give us major credence in the defense area and put us in line for more business.

I got an email from one of the men we are going to see tomorrow asking if we wanted to get some wine tonight. We would have loved to (I would have had tea), but now we won't get to our hotel until 8:00 PM, which was too late for them. That is not a problem since I really need to get a good night's sleep and be fresh for tomorrow's meeting and flights.

2/3/11

12:22 PM Spanish time, 6:22 AM EST

La Coruna Airport

We got to the hotel before 9:00 PM and since the gym did not open until 7:30 AM I decided to do my Band workout tonight. I will probably not stay here again.

I got about five welcomed hours of sleep and then walked through this harbor town. It is very pretty and warmer than back home. There are actually palm trees and flowers blooming and it feels like the delightful early spring weather of New Jersey.

My room was too warm and I started to sweat while I was getting ready, so I decided to go out to the car to put on my dress shirt, tie and jacket. Sure enough, the customers, who had offered to pick us up, came in as I was dressing. I made light of the moment, saying my room was too warm and I was used to the snow of New Jersey. If you don't think something is a problem then often others won't either and it did not seem to bother them in the least, although it was the first sales meeting I ever started with a tee shirt on. Once at their office, we met with our potential Ballistic reps for Spain. After we hammered out the terms of the sales commission agreement, they all worked on finding areas where we could help. This alliance seems potentially very positive; we will move forward. One of the guys, Jaime, was nice enough to let us follow him back here to the airport. I have two hours before I can check in and I am due to land in Paris at 9:00 PM. I tried to switch to earlier flights, but it would have cost about \$1300.00 and I was not prepared to spend that much to save a little time. I am outside the building now. It is beautiful out here, but I will go inside soon to find a power source, buy some food and do some more work.

2/4/11

10:39 AM EST

In flight - 6 hours to go

The flights from La Coruna and Barcelona were both on time and well run. Orly Airport was a truly welcomed sight; I had burned out and was functioning on automatic. I had a nice Parisian cab driver who did not speak English and the cab was very warm. It was quite comical when I called Alice, who I thought knew some French, and asked her how tell the cab driver to make it cooler. Her good-hearted attempts failed and finally in desperation, I leaned over slowly into the front and turned the heat down myself. Things at the office were fine, so I told them if they wanted me they should telephone me. I wasn't going to call them. In my exhausted state, I would most probably make mistakes anyway so it was better to isolate myself.

It was good to be back in Paris, but after I checked into my usual hotel I was too tired to do anything else but go to the stand on the corner

to get some fruit and water. Dinner consisted of oatmeal, fruit and a rice bar. I got about five hours of badly needed sleep, got up, did an abbreviated version of my band workout and went walking. The Eiffel Tower was hauntingly beautiful in the pre-dawn light and then I went for a quick walk on Rue Ben Franklin and paid homage to one of my mentors, a fellow printer and, in my opinion, one of the greatest intellects who ever lived.

After getting dressed and eating a big breakfast, it was back to potential Ballistic reps again to meet two of their people and a new man, Max who was a retired French Navy captain.

I emailed Ben in China with an update on this week plus my plans for the next trip to Asia. He told me there may be a celebration in South Korea like the Chinese New Year, which would explain why I am not getting responses from them. I will try them again either Sunday or Monday so I can finalize my trip. Ben is in favor of setting up the reps in India and like me, he is very cautious about putting in a new plant anywhere until we have someone we both agree can do the job.

I got to the airport with plenty of time, through security and we left on time, it was wonderful to be up in the air and getting home. I have been doing sketches for Eric so he can get started on the new projects.

I have to be careful not to be too aggressive with our new agents.

2/5/11

10:22 PM EST

Home, NJ

I was home by 6:00 PM last night. It was great to see Wendy and Bailey and to be home. After dinner and a much needed long night's sleep, I got up and attacked our driveway. There were some huge blocks of ice I could not break down, but I chipped some pathways into them hoping that the higher temperatures today would cause fissures when it refreezes and enable me to crack them apart into smaller more manageable pieces tomorrow. I also caught up on some paperwork and sent emails to the groups we saw while in Europe. The trip accomplished everything I was hoping it would for the new composites area. Wendy and I had a quiet evening and I brought in Thai food for dinner, which was very pleasant.

2/6/11

2:58 PM EST

Home, NJ

After tennis with my wonderful brother, it was back to chipping ice on our driveway and in the backyard area. Aided by rising temperatures, I was able to clear almost all of it so our driveway is back to the cobblestone edges and the back areas are safe for Bailey to walk.

Today is the Super Bowl here in the U.S. It is the biggest football game of the year and one Wendy and I will probably only watch for a

few minutes, if at all. I am excited to get back to work and start booking flights for my next trip. I also have to check with my doctor to see if I need any inoculations before I go to India. It looks like a normal week so far; there are two possible storms coming, which has become the norm. Spring will be very sweet this year.

2/7/11

5:05 PM EST

My office, NJ

It was great to be back today. I spent part of the weekend preparing so it would not be too crazy but there was still a lot to do.

2/8/11

2:05 PM EST

My office, NJ

Corporate politics is a broad term given to cover all relationships within a company and between companies, suppliers, customers and competitors. It has been my experience that whenever people are involved in anything over time, there is going to be a mixture of positive and negative long-lasting effects. I had a chance to hire an experienced salesman who used to work for one of our partners. He was about my age, competent, knowledgeable, very confident and thought he understood the corporate life in general, including his past company where he was recently laid off. Contrary to my experience, he wrote me that he left with absolutely no bad feelings with anyone he dealt with. He was shocked and annoyed when I suggested that we wait for the re-organized company to stabilize so we can see if hiring him would cause any ripples with the new people in charge. The fact that he felt he was totally immune to any bad feelings and was upset that I would insinuate he could have had problems leads me to believe that he is not nearly so cognizant of what happened while he was there, the reasons they let him go and why he is probably not a good fit for us. No one leaves any place with a perfect record, nor without regrets or problems; people are people.

2/9/11

4:29 PM EST

My office, NJ

I bought a new bike today with help from Wendy for my birthday, Valentine's Day and Father's Day presents all rolled up into one. I will bring the bike up to the Berkshires and she should be awesome on the trails. My plane flights for my next trip to Asia are booked and most of the other pieces like car rentals and hotel reservations are falling into place. These trips require a lot of preparation and it is actually a lot of fun to see if I can cover all of the necessities. The Dow Jones Industrial Average is now above 12,000 points. Egypt and other Arab countries are still

in turmoil and the recovery here in the U.S. seems to be happening but is still fragile. Business has been good here in the U.S., which enables me to continue funding the composite and cannon research and design effort.

2/10/11

4:25 PM EST

My office, NJ

We sent out our latest idea for an armor reinforced chair/bench that can be used for vans, trucks, trailers, ships, buildings and such that either have no protection or need more. More money out for R&D; nothing back yet.

2/11/11

4:47 PM EST

My office, NJ

We got our company mail via the new drop off point today and the revised system seems to be working. My bicycle is beautiful; I can't wait to ride her, maybe this weekend if it is warm enough.

President Mubarak of Egypt is stepping down and the head of the army is taking over. Most people seem to agree he is a good man, so I hope he can retain effective, compassionate control, which will lead to democracy. We are preparing to launch an armor based website with lots of new information. Both Mike and Brett advised a review by the export attorney first, which will be expensive, but we are doing it. We have to stay vigilant in all areas, both in getting our new information out and protecting ourselves.

2/12/11

2:41 PM EST

Home, NJ

As we were eating dinner last night, someone came to our back door and as Wendy was opening it, I saw it was Kayla. She had come down for the weekend to surprise me and what a welcomed sight she was. She looks fantastic and told us school is going well. She was a most welcomed pre-birthday present. We all talked, caught up and had a fabulous time.

This morning I went to my office to meet Elana and do her band workout. As always, it was much more thorough and strenuous with her as opposed to when I do it alone. Afterward, it was back home to the treadmill and later I was able to move the snow blower from its sentinel position on the driveway back into its permanent home in the shed. I am hoping it won't be needed again, but it is only the middle of the winter so who knows what is still coming. I starting taking Typhoid immunization pills three days ago and am feeling some of the forewarned side effects. I am tired; a nap may be in my near future.

2/13/11

3:55 PM EST

Home, NJ

We celebrated my birthday last night. Four couples came over and Kayla was there as an extra bonus. It was the Leveys, the Frishes, the Bodens and the Williams. I have known Laurie Levi since the third grade in grammar school and I played tennis and soccer with her husband Jerry in high school. I have also known Dave Williams since high school, so there was a lot of history at the table. One fascinating fact was that Mitch, Cliff, Dave, Jerry and I had all worked in our family businesses. Strange how we all stuck together over time. It is quite a bonding element to have worked for one's father and the dynamics that go with it. The food was good, the company even better and I had a great time. I also showed off my new bicycle. The invitations said to come at 6:00 PM and it was over at 9:30 PM. Since everyone knows I like to go to sleep early, it was a testament to the wonderful time we were having that I had trouble getting them to leave. My wife has long since rid herself of embarrassment for when I tell people it is time to go home, but last night's guests good naturedly stayed a little while longer anyway to give me a slightly hard time and even joked of an after party at one of their houses. I am glad they enjoyed it as much as I did. This morning was normal and pleasant; tennis with my brother, then the band workout downstairs in the basement and a walk outside. The weather has moderated to the mid-40's. Wendy and I had lunch with Kayla and then said a sad goodbye as she went back to school. I miss her already.

I had bought an iPod and Bose noise reducing headphones for my dad for his next birthday and I brought them over today. He is very good with electronics and I think he will like them a lot.

One of my functions is keeping my eyes glued to the big picture and putting our resources where they are best utilized. If everything we did was successful then we would not be doing enough. A certain amount of failure is not only expected, but mandatory.

2/14/11

4:37 PM EST

Home, NJ

It is Valentine's Day here in the U.S., a fun day of sending my wife and my daughter flowers. Kayla will keep getting them until she has a husband and I might keep doing it after that. I am her dad forever. I received documents from our public relations group in Malaysia helping us with the press for going public. I am not sure how much information I am responsible for; hence my hurried email back trying to get some confirmation about what is in store for me at the signing press conference. The pressure of the upcoming trip has already begun and my mind is turning into travel mode. I am resisting getting my gear together until Wendy

leaves to visit her parents on Thursday. I feel a great need to be finished packing with everything and relax, but will have to put off that satisfaction for a few days. I took my third Typhoid immunization pill this morning. So far so good, though I did not sleep well last night. Mike's new baby is due within three weeks, which is very exciting. The bulk of our tax papers went to Gary for 2010; the annual Tax Return process begins.

2/15/11

3:55 PM EST

My office, NJ

I had an idea for Ben and I to go on the radio in Asia and he liked my concept. Here is the formalized proposal.

Proposal for the Radio Station:

What does China need to grow and its middle class to soar? Answer: the ability for its citizens to start and successfully run small businesses.

What do you need to start and run a small business? Besides the obvious: a good business plan, sufficient capital, unlimited drive and energy, you need access to information from successful entrepreneurs who have already been through the process and can help pave the way. Why make the same mistakes as others before you? Why reinvent systems and processes that have already been time tested and are functional? Why not take advantage of those willing to help get you to where you want to go in the fastest way possible with the least amount of pain?

That is the premise for their radio program.

Ben Ming, Chinese born, and Andrew Jacobs, American, will take their companies in Asia, started only five years ago, public on the Bursa Stock Exchange in Malaysia this spring. Your listeners want information from those who have successfully competed in the global marketplace, not from teachers and those in big business who preach from theory. Listen as they talk about building businesses, making money and dealing with the constant changes of economies and governments all over the world. What happens in the United States, Europe, Africa and South America directly impacts what happens here in Asia.

Individual listeners will have the chance to call, email and Tweet to discuss everything from their own business questions to those from across the world. This is the chance for the East to team up with the West and give the advantages of perspective, experience and merging cultures to create an overall view of the world.

One hour per week, China and the U.S. linked together to help your audience go after their dreams.

What the radio station wants:

- 1. Free programming*
- 2. Paid advertising*
- 3. More listeners*
- 4. Traffic into their website*

What Ben and I want:

- 1. Exposure*
- 2. Branding of the Ideal name*
- 3. Access to new products and markets*

What the listeners want:

- 1. The chance to get information so they can launch their business*
- 2. Help when they are in trouble*
- 3. Recognition when they succeed*
- 4. A chance to sell what they produce*
- 5. Financing*
- 6. A chance at giant success*

Once we are on the air, we will commit to buying a block of commercials to run weekly advertising on our program and listeners can send their product ideas and inventions for us to potentially market and develop. All information from listeners will have to go through our website to ensure the proper legal formalities, like non-disclosure agreements, are completed before any information changes hands. The station will also agree to promote the show on its other programs in pre-determined amounts of time and frequency.

The idea needs some more work; I will go back to it over time.

2/16/11

4:55 PM EST

My birthday

55 years old today and it has been a very fine ride.

I got a call from Al. I sent her to Minnesota on a sales mission in the winter expecting horrible conditions. I think it was actually a few degrees warmer there than here and she has a fantastic hotel room. She gets no guilt points with me, but it was still very nice of her to go.

Egypt is now being run by the military, which is talking about bringing back the police to restore order so a new coalition government can come to power. There are many hazards to get through before democracy can be established there, but my country and I are the last people to dictate how things should happen and who should do what. I believe we should be quiet and not pontificate as to what we think should happen. Unfortunately, my viewpoint is not being heeded and once again we look autocratic, belligerent, self-serving and condescending. It would be nice

if we knew when to shut up. Elsewhere in the Arab world, there are many countries in turmoil and it is a very unsettling time for all. I just emailed Paulina about selling our armor in Mexico. They are having some bad problem areas and maybe we can help.

2/17/11

10:35 AM EST

My office, NJ

Dave Williams called me this morning to tell me he had a client who was putting in a bid for the building I want to buy next year. It did not make me happy, but I am not going to move up our plans here to try to grab it from the other guy. If it is meant to be, it will be available. If not, there are plenty of other buildings around.

I modified the radio proposal and sent it to Ben for review. I am feeling down from the building news. I will go draw a sketch in my inventor's notebook for a new idea and ask the MAC guys to check if it has been done before. Being innovative usually acts as a good adrenaline boost.

2/18/11

4:27 PM EST

It is beautiful here in New Jersey; about 65° and the snow is melting! Wendy and Barbara arrived in Florida last night and immediately went with Bunny to the hospital to see Jeff. I got a text this morning that they were on their way over again this morning; not a fun way to spend a few days for anyone. As is normal before any trip, I spent the day cleaning up and trying to make sure everyone has what they need. Sales for the month are good so far.

Various Arab countries are in different states of discourse and people are getting killed in Bahrain and Iran. Things don't look so good in Libya and the Egyptian military is now working on bringing back the police force that was hated and mistrusted by the people. A lot of change is still going to occur; the citizens involved have a great deal of courage. The state of Wisconsin is basically trying to break their teacher's union. The governor says they either have to give up some of what they have or he will have to lay off a lot of state workers. I stand with the governor.

2/19/10

6:09 PM EST

Home, NJ

It turned colder after yesterday's amazingly mild weather but it was warm enough to go biking after a strenuous band workout with Elana. Although there were high winds, I took my new bike for her first "shake-down" ride. All went well, except I was having a little seat height problem. After two trips to the bike store that has been fixed and riding around town was wonderful. I plan to bring this bike up to our house in

the Berkshires on our next trip up, which will probably not be until May. I heard from Wendy. She, Bunny and Barbara brought Jeff back home from the hospital. I hope he gets better soon. I miss my wife. She is due home tomorrow, but I leave on Monday so our time together will be short. I finished writing the March Ideal Almanac before dinner. It is our 100th edition; we have been doing it continuously for over eight years.

2/21/11

4:03AM South Korea time, 2:03 PM EST

In flight to Seoul

469mph/hour 30,000 feet 13:48 hours to go

We are currently flying over New York state near Ithaca where Kayla is, going toward the North Pole.

Yesterday was great, I played tennis with my brother, did my band workout in the basement, went for a walk and then had lunch. Wendy came home in the afternoon. Her dad is out of the hospital but his long term prognosis is not great. They are going to try some new medication to make him feel better. I took another walk and came across my friend Jon who was jogging. He is an "inside" man for a hedge fund, which means he is not involved in sales but he has an entrepreneurial side. He spent much of the time talking about two new ventures he was working on. His long term goal is to retire to their home in the Berkshires. I hope he is successful, but any new business is a tough road. Last night I went out to pick up dinner and supplies for today's trips. There was a pending snow storm predicted, which did not help me sleep any better and when I got up I shoveled before playing tennis. Both the shoveling and the game were productive and enjoyable outlets of energy and I topped it off by cleaning the driveway, front and back walks again before changing to leave.

It is always sad leaving Wendy and Bailey, but it is off to another adventure. I knew I would feel better as soon as we got airborne. Mike the driver got me to JFK airport with plenty of time to spare, but the flight was delayed about 45 minutes because of weather conditions and the de-icing of the plane. I already emailed my hosts in South Korea that I would be late and I am hoping it will not inconvenience them too much. I am scheduled to meet Titan as soon as I land.

I have been having a bit of trouble getting South Korean currency. I always like to have money for the country where I am traveling ahead of time and Titan even asked me to get some for him. Alice tried to get it for me on her trip last week to Minnesota, but it was not available. A very nice young man at the currency exchange center in the gate area went back through security and I eventually got some. We are now in good shape and I have money for all of the countries I am visiting.

They are about to serve lunch and then I can edit, sleep or watch a movie. Time has stopped, peace has transcended here in the cabin and it

is calm. I was watching the television news before takeoff and the newspapers agreed; the countries of the Middle East are in for massive changes. I am curious to see how their roles shift and Israel's position within it all. I hope everyone can keep an open mind and hold a view of what is best in both the short and long term. Speaking of which, the U.S. House of Representatives has voted to cut 61 billion dollars from the president's budget proposal. They are threatening to shut down the national government except for emergency services to push their agenda through. The Democrats are hoping they do it so they will look bad. However, judging by the State House mess in Wisconsin where the governor is trying to balance the budget by cutting out most collective bargaining for the public school teachers and making them pay more for their health care, I am not sure how much the union will get since they are shutting down the schools and not working. In other words, I don't know if the Democrats and unions are calling this one correctly. I don't think the American public, which has gone through two years of very tough times, is willing to even listen let alone give in to the teacher's demands, especially when they are closing the schools so they can protest. I also heard that doctors supporting the Wisconsin teachers were giving them excuse slips saying they were sick so they would not be docked pay for their time away from the classes. If that is so, then in my opinion, that is like giving out false prescriptions for narcotics and their licenses should be suspended. As you can tell, I am very tired of hearing about the rights of unions; they have lost their usefulness.

2/21/11, 6:54 PM EST

2/22/11, 8:54 AM South Korea time

9:01 hours to go

I am listening to the disbanded group Clannad. The only other person I know who likes them is Elana. We have made a pact to go see them if the group ever reunites, but I am not holding my breath. Most organizations stop existing for a reason and time does not often heal the wounds that tore them apart. Still, their music really speaks to me and I am very fortunate to have a good supply of their albums.

I have been fighting a low level headache and finally decided I was going to do some work anyway. I have plenty of food with me and will eat again within two hours, which may help. This is a very nice plane, with a great staff and good food. There is no one between me and the man on the other side of the aisle and we have both appropriated the middle seat as a free sharing area. Right now we are expected to land at about 6:00 PM local time. I am getting excited, not only about being in this country for the first time, but also to meet this new group of people. They want represent our ballistic armor material and possibly build a manufacturing site there.

Before I left, I got some files from our public relations firm to prepare

for the press conferences for going public in Malaysia. Most of the information was pretty basic; how to deal with reporters and how to conduct ourselves. My gosh, we are going to have shareholders. Talk about a new set of responsibilities. I wonder how it will affect our thinking, knowing that we are responsible for others besides our IJ teams and ourselves. I don't think it will change us much. We will continue to take high risks in order to set up for large scale, profitable growth. When I start getting scared to do that, it will be time to pack it in and put someone else in front who can. I can't think of a better way to have fun; go after our dreams with the chance to make a lot of money, create a huge amount of jobs and positively impact the world.

2/21/11, 9:29 PM EST

2/22/11, 11:29 AM South Korean time

In flight 35000 feet -81°F outside 6:26 hours to go.

I have a bunch of films on my iPod. I call them comfort movies because I have seen them all many times and enjoy re-watching them. I have on Goodbye Columbus, a movie from the 1960s. I don't think I was even a teenager when I first saw it and I have been continually watching it for more than forty years. It resonates with me because the main character meets a girl who is wealthy and he is suddenly thrust into her world. It always reminds me of what happened to me. I grew up in an upper middle class Jewish American home, but my wife's family was wealthy. I remember the first time they brought me to their country club. It was a different world and one I wanted to enter, not that I needed any prodding to work hard and dream big. I always wanted to be successful, not just to have money but to prove to myself and to others that I could do it. With motivation, singular direction and a high degree of energy that I was never afraid to utilize, I had a distinct advantage over many others. I was extremely fortunate in that the in-laws I chose (yes, I believe you choose your in-laws as well as your spouse) had immediate faith in my abilities to be able to care for their daughter and they treated me with respect and love.

Over the years, I have proven their confidence was not misplaced and ended up with an amazing set of additional parents that I have always been thankful for. Now, however, trouble has developed. My father-in-law's health has deteriorated over the last ten years and now he has been diagnosed with dementia. His condition, even with some new drugs, will only get worse and his overall prognosis is not good. It will become harder for him to be able to stay at home and over time he will probably lose the ability to distinguish who we are. The tragic part is that I know that I will be one of the few people he will still be able to recognize and I know he will look to me to have him cared for his wishes. The road is going to get extremely tough over the next few years and there is virtually nothing I can do to fix it. I have spent my life finding solutions to problems,

inventing new ways to do things and using my brain to innovate around trouble, but this is something I can't fix. I can only manage it to the best of my ability and that is probably going to prove to be one of the hardest things to accept. I will have to force myself to "just be there," not take command unless directed, not give suggestions unless consulted and not give any opinions unless directly asked. I already know what course of action I would advise, but I will try to keep it to myself for as long as I can. It is Bunny's decision and there are three children and three in-law children involved, of which I am only one and I will remember my place. I have compared my ability to be patient to being on the verge of passive aggressive, but I will need every bit of it, as we all will, to get through this and still remain a family. As for Jeff, I hope he is geographically local enough that I can see him on a semi-regular basis. Right now they spend about half the year in Florida and the other half in Massachusetts. Strong people emit strong reactions, so I will try to remember the good stuff and help everyone to do their best that they can.

2/23/11, 12:02 AM South Korea time

2/22/11, 4:02 AM EST

Best Western Hotel Seoul, Incheon Airport

We were not as late coming in as I anticipated, but there was trouble with the cargo hatch so it was after 7:00 PM by the time I got out to the public area. Titan was already there and Bob, one of the potential agents, was nice enough to drive us here and we had dinner in the restaurant. He is a former naval officer and we spoke for awhile about our companies and backgrounds. Titan wisely let me lead the conversation and by the time Bob and I finished, we both wanted our companies to do business. However, since he had no concrete projects for us to work on, he wanted to wait to sign a sales agreement and I was okay with that. Since the contract would mostly be to his benefit, he would have a signed document to ensure he got his commission. By the way, a simple handshake is enough for us to honor our commitments, but I felt it well worth the time and effort to get here.

It is always a risk scheduling a meeting after a long flight, but I had no choice here and it seemed to work out fine. I felt myself losing focus a few times for a few seconds because of fatigue, but I was able to pull myself back in. As I said, there was no other option and getting me at 95% capacity was better than not being there at all. We told Bob that as soon as he had an actual project then Titan and I would come back and drive the two hours to his office to meet his boss. It was better we met alone the first time so we could concentrate on him.

Afterward, I worked out for awhile. I am always fascinated to see who is exercising at odd hours in the night and morning like me, but I suppose they think the same thing about me. I called Wendy and spoke to Al and Eileen and everyone is fine. I want to be asleep soon. I think I got less

than four hours of sleep coming over so I am in need of some rest.

2/23/11, 9:27 AM South Korean time

2/22/11, 7:28 PM EST

Inchon Airport

It was not a restful night's sleep, I got about 4 hours and then I did my Band workout and walked on the treadmill. Titan came in to keep me company for the last part and we continued our discussion through breakfast about the composites, selling them in different markets and how he can attack various customers. Interestingly, he told me he was to be made manager of our new plant in Suzhou. He said that progress there is good and they hope for a grand opening this spring. He also told me that our main salesman there is in charge of hiring two new people. I am cautiously optimistic that he will make competent choices, but I am concerned that I will not be able to meet the candidates before the hiring occurs. This is Titan's first management position and I hope he is ready for not only the fun part of hiring and building, but for the rugged part of handling problems and letting people go who don't work out. The only way to find out is for him to get into the job and slog through the start-up.

I got through security and immigration without a problem; now that I have a special plastic bag with my electronic related equipment and put it through separately (my wife's idea), I have been stopped a lot less for searches. We are due to take off for Kuala Lumpur in less than 90 minutes if we are not delayed by the heavy fog and Ben has already emailed me that he will be in position to meet in the airport when I get there. I spoke to Al this morning; things are good at the office. Judging from my short temper, sleep deprivation has already set in. I have had about eight hours of sleep in the last two days and it is definitely not enough. The next flight is more than 6 hours long so I hope to get some naps in.

2/23/11

6:40 PM Malaysia time, 5:50 AM EST

Crowne Plaza Hotel Kuala Lumpur

The flights, immigration and passport control all went well and I met Ben on schedule right after the customs area. On the way to the hotel we spoke about various subjects; it is amazing what can be accomplished in less than 60 minutes. We are due to meet in the lounge soon to finish before we split off for the evening. Going public has been an adventure, but post-going public will also mean changes and we will need to manage our output of both good and bad information to the world to make sure it has the best benefits for the investors, our stock price and the company as a whole. I will try to make sure we have some good things waiting in the pipeline so if we do have some negative results to report we can offset it with good news. In the meantime, we are having dinner tomorrow night.

Ben looks well; the process of going public, while occasionally maddening, has seemed to make him stronger and happier.

2/24/11

1:21 PM Malaysian time, 12:22 AM EST

Crowne Plaza Hotel, Kuala Lumpur

After a decent night's sleep, I was up at 5:30 and down to the gym area by 6:00 when it opened. I already have a schedule here. I go out to the tennis area, do my band workout and then make telephone calls while walking around the two courts for an hour. It was still dark when I got out there and suddenly I heard a call for morning Islamic prayers over a loud-speaker somewhere in the darkness. It has a strange, eerie yet appealing nature to it and the humid, hot night air intensified the atmosphere of exoticism. A little while later, I saw lightening in the clouds overhead, which only added to the feeling of being in a foreign and beautiful land. It did not rain or thunder and the sky eventually cleared to a beautiful sunrise. I was able to make all of my phone calls; Al told me things at the office are going well. When I called Wendy, I could tell by her voice that things were not great and she told me her father had to go to the hospital again, this time for a possible mini-stroke. I tried to cheer her up, but I could tell she was very unhappy, not only about her dad but about the toll it was taking on her mom. I have been worried about that also, so I called Bunny next and left her a message. She called me back a few minutes later and told me she had no news about Jeff, but that she was there with a friend whose husband was also a patient so at least she was not alone. After that I spoke to Brett and Jack, both to give and get updates. They are both working hard and are excited about the progress they are making. By then it was time to stop, so it was off to breakfast. I later met Ben and Hing at the lounge on the 21st floor. We spoke about details of going public including some tentative time schedules and then it was back to my room to change.

Today's meeting with the underwriters was the last time we were all going over the whole prospectus. We did not know how long it would take, so we blocked out the whole day. It was quite a moment for me to be there, realizing as we were going through the documents that after this effort of two years, going Public was actually going to happen (barring any unforeseen events) and that it would definitely change our business. As of now, some more documents have to be forwarded to our underwriters, which should happen next week. We seem to be on schedule to be listed the last week of April. We still do not have a final date for Alex's show in late April, so whether Wendy and I are coming here or Wendy is going to see Alex alone or with me is up in the air. So much for trying to plan in advance.

We ended up finishing around noon and after a quick trip to our office here to sign more documents as we had done all morning, I am

back in my hotel room with time to go exercise again, take a nap and maybe even swim. As per my talks with Ben yesterday, in order to grow we will need more sales and there were a few ways to do that. One is hiring salesmen as employees, which I have never had a great deal of luck with, a second way is to use agents and reps, and a third is to buy other companies. We do not have to limit ourselves to label or gasket manufacturers; it could be anything as long as it increases our product areas. I had already tried our biggest competitors in the U.S. and none of them wanted to partner, so we decided to try the next level, volume wise, of various types of suppliers in the U.S. or even Europe to see if we could take them over in exchange for stock. I will work on it when I get back.

2/24/11

10:18 PM Malaysian time, 9:18 AM EST

Crowne Plaza Hotel, Kuala Lumpur

While I was in the lobby waiting for Hing to pick us up this morning, I noticed an airline pilot in uniform looking very hot and sweaty. I had already checked the area and knew the coolest location, so I went over and told him about standing under the ceiling air-conditioning unit. He was very grateful and we spoke for a few minutes as we shared the cool spot. He was a pilot for an Iranian commercial airline and was there for training on the area simulator. I hesitated for a moment in telling him I was an American since our countries don't get along too well, but decided that was ridiculous and I mentioned I had been shoveling snow in New Jersey earlier this week. The fact that he was from Iran and I from the U.S. had absolutely no effect on our communication as two human beings. He was pleasant as was I and our brief encounter was a prime example of how simple it is for individuals to get together and talk, which can be so hard when governments get in the way.

Tomorrow is going to be crazy with traveling, so I made an inventory of all of the clean clothes that I had left and repacked my luggage so if my bigger suitcase and I get separated I am still mostly okay with my gear. I know it is time to be heading home soon when my used laundry starts to build up.

We then went to dinner and it was a good time of planning what we can do and how we were going to get there. They are very interested in my trip to India tomorrow as well as seeing a project get started for the composites.

2/25/11

1:39 PM Malaysia time, 12:39 AM EST

Near Kontron Corp., Penang

I began to have stomach problems last night, which meant a mediocre night of sleep. I got up at 4:00 AM and Ben and I were at the airport before 6:00. The great news was that I was able to get tickets for my

flight back from Penang to KL as well as to Chennai and checked my suitcase so I did not have to bring it. In more good news, my stomach was starting to feel better.

I got to Penang on time and met our sales director. The first call was to Dell. Our goal was to get their permission to submit prices for labels they are producing in India. If approved, we would set up a hub in Chennai for the chance to get a piece of their business and go after our other customer in the same city. We were successful in our quest and will submit IJX pricing next week. From there it was to Rapid Growth Technology Company where we have the chance at redesigning some parts for some scales they produce. Another good call and now we are sitting in the car on this extremely hot day, about 36°C, waiting to go in to see the people at Kontron. Then I will rush back to the airport to catch my next flight.

2/25/11

4:09 PM Malaysia time, 3:09 AM EST

Penang Airport

The Kontron buyer says there is potential business, so we will follow up next week. We had to go through some heavy traffic to get to the airport but I got here with plenty of time to catch my plane. This airport is under construction and I would have had to go out of security to get to the lounge and come back in. That is a risk I rarely take, so I will stay in the boarding area until it is time to leave. I got an email from Ben; he was at IJT taking stock of our operation there. Ben had good comments, so we will give them some more time to build up their sales.

2/25/11

8:48 AM EST

In flight

I am not sure what time it is in India right now.

Actually, I could not remember if I had called Wendy last night so I called her before this flight took off and it turns out I had, but it was good talking to her anyway. Her dad is home from the hospital and there is nothing new to report. Sleep deprivation is in full swing and I am passing out at odd intervals. I am glad I am not driving.

I will center on India and get that up and running with reps first, which I hope can be taken care of tomorrow. I will also focus on acquisitions via selling our stock in the U.S. and Europe. As I have said, I have my limits as to what I can do here in Asia from the US but having a public company behind us should be a giant advantage in making deals so I am happy to accept the new ground rules.

I have been reading a lot of newspapers and many are filled with foreboding articles regarding the recent regime changes in several Arab countries, including potential oil shortages, inflation problems and the chance of another global financial slowdown. Even if they are right, we can't do

anything about it except try to prepare and even profit if at all possible.

2/26/11

3:40 PM India time, 5:10 AM EST

En route to Dell Computers in Chennai, India

My first impressions of India last night at the airport and on the ride over was that there were a lot of armed security people, numerous cars and that I felt safe. I also fought the urge to ask a security guard if I could see his machine gun. I did not think he would appreciate it, but it was a nice looking weapon and after all, I am a guy.

The hotel was excellent and had a 24 hour gym plus plenty of bottled water - who could ask for more? The people next door to me, an Australian group, were speaking extremely loudly and I was afraid I would not get to sleep, but thankfully they stopped five minutes before I went to bed. I got up at 6:00 AM, worked out and Tusher came in as I was finishing on the treadmill. He had made really good time on his flight and drive here from the airport. It was good to see him and he looked well. After I cleaned up, we had breakfast and discussed what was possible regarding joining forces. He will get back to us next week with his terms as a part-time rep covering the western part of India. Then Juna, not his real name, came in and after initial discussions, he too will send us his requirements to come work for us on a permanent basis, both as a salesman and to set up and build our new distribution center. We will first need to work out the numbers to make sure we can still be competitive by importing as opposed to manufacturing. After that, a friend of Juna's, another printer, came over for lunch and after he left, I checked out. Finally a third man, Falgun, met us. He is the nephew of a mechanical engineer we know from the U.S. who was coming along this afternoon to show us some of the telecom company sights. It was then off to view the countryside to get a feeling for the environment of finding space and doing business. Juna stayed, so it was the four of us with a driver and I was really glad I was not driving. My initial impressions of Indian roads are lots of traffic, many free roaming cows, who are mostly protected by religious law, loads of motorcycles and scooters and a cacophony of the car horns, which are used with impunity all the time and are largely ignored.

We stopped for coffee along the way, where we witnessed the best system to alert the store employees that people are coming or going. There was a very noisy generator outside the building bringing up water from the basement to make coffee and tea and when you opened the door to the restaurant the sound of the pump's metal pulsating piston was unmistakable.

We went out about an hour outside of the airport area, visited Dell among other locations and continued to speak about the government regulations and tax ramifications of putting in a distribution center versus a manufacturing plant. Juna had done a lot of research on these subjects,

which should prove to be of huge value for our future efforts here. We are now on a dirt road and I am wondering where the heck we are - but no worries; there are still lots of cows so I am in comfortable surroundings. We saw a few more sites of some of our current customers but we did not do business here so there are plenty of fertile selling areas. We are now headed back toward the airport to get dinner and then Tushar and I will board our respective flights. We have accomplished a great deal today. Depending on negotiations next week, we have our sales reps and the ability to move on the distribution center within the next month if Dell likes our pricing. Even if they say no, we may do it anyway based on the potential for other business and the need to be represented here in India. We got stuck in a traffic jam and I struggled to suppress outwardly my inner panic, both from the idea that I might miss my plane and also having to potentially use a bathroom. Thankfully the traffic cleared after about fifteen minutes and we were once again on our way.

2/26/11

7:55 PM Indian time, 9:25 AM EST

Chennai Airport

It has been quite a day. Here is my report to Ben regarding our prospects in India.

First of all, India is one third of a three part equation which also includes China and Malaysia/Thailand. In order to increase business in one, we need to have capabilities in all three markets. By that, I mean sales people, multiple distribution centers and/or plants. For now, I believe our two plants in China will have plenty of capacity to supply product. I also think having one salesman alone in Penang will be fine for the moment, but a plant north of KL may be necessary in the immediate future. The big question is India and here are my thoughts.

First of all, Tushar is ready and able to act as a commissioned salesman for the western side of the country. We will need to pay his expenses and a commission on all sales. He will send his request next week, but I feel extremely confident about putting him on promptly after the negotiations are finished. This will give us an immediate presence in India, which should help with potential customers. I will put together a list to contact our current customers to see if they have locations and people to talk to in India.

The second part of this equation is Juna. His qualifications are impressive. He currently works for one of our competitors in sales and as a sales manager. He knows the territory in Chennai and the customers. He has done all of the research to set up a distribution center as opposed to a plant in Chennai and knows about the tax and license applications. He wants to have control over his own destiny, which means being in charge of his own area and having some type of company participation like stock ownership. He is ready to make a move and is highly interested in being

with us. This also means we can price the labels for Dell with much better authority regarding tax liability and have a better idea of our costs.

Even if Dell says no, I still think it is a good idea to do this and to put in a center. The business is definitely here, but we stand no chance without at least a salesman and probably our own hub. Since we are going public, we may not be able to make these additions right away, but both of us have no problem doing it from IJUS and then moving them over later. Therefore, we can wait until early next week when we hear from both Tushar and Juna and then we can move quickly from there. Again, we do not necessarily have to wait for Dell to start moving forward.

2/26/11

7:09 PM EST

Saturday night, in flight

I sat next to a very nice grandmother on the way to Dubai; it is amazing how many nice people you meet in airports, flights and busses going to and from terminals. The flight landed, but this airport was so busy they had to bus us into the terminal. The time it took made it an effort to get on this plane before takeoff, but obviously I made it and I am very happy to be here. This is an Emirates flight with flat seats and an amazing video and sound system. I hope the food is comparable because I did not get a chance to stock up before getting on the plane. My food reserves now consist of a sandwich bag full of organic pretzels and my ace in the hole, a large serving of oatmeal with raisins and cinnamon that will definitely tide me over for a few hours. Meanwhile, I plan to finish editing this log in between eating, sleeping and watching TV or movies. I will try to resist drinking diet soda and tea so I can sleep for at least six hours; time will tell.

2/27/11

9:21 PM EST

In flight to JFK

564 miles per hour, 30,000 ft

About 10 hours to go

I have a new hobby on airplanes. I have started playing chess against the onboard computer. On one flight I actually won two games, although I lost the game I played on this flight. It is fun and helps to keep me thinking. My log is now edited and the email reporting to Ben about India is ready to send. I think I missed most of another night's sleep, but so it goes. I hope it means I will sleep Sunday and Monday night when I get back.

2/28/11

4:15 PM EST

Home, NJ

I was sick for most of the flight home and through most of yesterday. It was mostly stomach pain, so it wasn't the worst thing in the world, but I did almost nothing with that combined with being really tired. My son Ben came over for lunch and it was wonderful to see him. The Oscars Awards show was on last night. I like watching the red carpet pre-show with all of the stars and seeing what they are wearing. I actually like it more than the show itself because this part is real and you get to see glimpses of what the stars are really like as people. I had a good time playing tennis again, although I lost, I was still a little rusty from not playing for a week and a little sick. I loved being back in the office, got a lot accomplished and will go home soon to (hopefully) get a good night's sleep. It rained a lot while I was gone and most of the snow is gone except for the giant pile in Al's parking space, which may take awhile to melt. I saw my tennis friend Anthony today. His brother died last week within 7 months of the death of his other brother. He was in from Florida where he has been spending the winter. He is such a positive, upbeat guy and I felt really badly for him.

3/1/11

4:10 PM EST

There are certain dates that stand out in a person's life. If you are a Jewish male and you were brought up with any amount of religion, then the odds are good that the day of your Bar Mitzvah is burned into your mind forever. For those who are not Jewish, a Bar Mitzvah is a rite of passage for 12-year-old boys. You normally start studying for it years in advance and your background directly relates to the amount of pressure thrust on you to perform well. Some parts of my religion I like and others I don't like or even understand. For example: for this particular event, we were required to learn how to read Hebrew but not necessarily understand it. To this day, I still practice reading the language and still do not know what I am saying. Such are some of the rigors of religious dogma and one reason I love the cultural parts of being Jewish but no longer normally go to the synagogue to pray. Since we are taught that God is everywhere, I talk to him on my own, which works much better for me, at least during this part of my life. Regardless, March 1, 1969 was my date, which meant today was my 42nd anniversary. As with other parts of my life like grammar, middle and high school, as well as college, I have no wish to ever relive them again. I also have no urge to go through my 20s, 30s or 40s and the thought of having to relearn business to the point where I am now is not something I would like to entertain. I will live with the mistakes I have made and use them as best I can to avoid others.

I have plants in my office, some of which I got when I was in college, which makes them over 35 years of age. I have a great attachment and respect for them and I love to have them around me. One other person in our office has the same passion for plants, which is our head of order write-ups and purchasing, Eileen. We water each others' plants when the other is away and the other day she mentioned that one of my plants wasn't doing well. Respecting her opinion, I moved it from its high perch in the elevated exercise area in my office after cutting back the various vines. Once it was situated in a new location, I took the cuttings and gave them to Eileen, thinking that she had asked for them. She looked at me and said she meant another one of my plants. Such is the result of assuming that I knew what she was thinking. It was a great example of a good willed gesture of advice that had gone wrong and a very good lesson for me to keep relearning.

3/2/11

3:52 PM EST

My office, NJ

I heard from both Tushar and Juna today. Tushar's proposal is to structure his company as a manufacturer's rep. News of this held no surprises but I wanted to include a sliding commission designed to help move him toward higher profit areas. I expect to receive his response tomorrow.

Likewise, Juna's proposal contained no surprises. I liked his aggressive approach to expansion in India and beyond and being part of the company through earned stock options. I sent my reply to Ben and if he agrees, we can get back to him tomorrow. We will need to do some emailing regarding what will be needed for the distribution center and how soon it can be done. I would like to have both groups set up by 4/1/11. I will be excited when the agreements are done and in work.

I had lunch with an old friend of mine who used to work at Bell Labs and got laid off. He got another job and may now be getting laid off from the new company. He has a bunch of kids and they will be going to college soon so it is a very tough time for him. He wasn't in total despair, but I continually count my blessings of how good my life is and will try to keep it that way.

Our people at IJE and IJ Mexico have agreed to have mini-IJ newsletters set up for their locations that will be written mostly by me and will be released as a monthly package in their areas. It will give them a reason to communicate with all of their potential and current customers on a continuing basis.

Libya is in a civil war and outside countries are talking about sanctions and helping the citizens to throw out Mr. Ghaddafi. There is a lot of violence going on. The standoff in Wisconsin continues; the teacher's union has dug in their heels for a long term fight. The governor's career is on the line and I am sure that others like our Governor Christie are watching, so if the union breaking is successful then they will follow suit and attack nationwide.

3/3/11

4:17 PM EST

My office, NJ

I went to the local motor vehicle center to get my driver's license renewed. Here in New Jersey, you have to get a new photo ID every four years. It used to be that a visit to one of the centers was a horrible experience of bureaucratic ineptitude. However, thanks to one of our previous governors, the system has been streamlined and has much improved. It still took about two hours to go through the various processes and it was tiresome, but I brought some editing along and talked with my fellow citizens in the same situation so it was not terrible. I now have my new license.

The weather here turned colder again, but it is supposed to warm up

later in the week. Sales for the month are good so far and we are working on new armor tests and ideas.

3/6/11

5:12 PM EST

Home, NJ

It has been a good, calm weekend. Yesterday we got word from Tushar that he has signed the agreement and we are now moving forward. I will write a newsletter for India and get him some supporting sales literature and samples. I have already started checking with our customers who may have locations in India to help him get started. My son Ben moved into a new apartment yesterday with his friend Marc and he asked to take one of the dressers we have to store his clothes. I cleaned it out today thinking it had been used to store old records and other stuff. As it turned out, it was a treasure trove of my old writings I did not know I had kept plus a bunch of old photographs. Included was one of my first short stories I had sent to Jean Shepherd, a radio personality who was one of my idols, when I was a young teenager, hoping he would write back, with the self addressed and stamped envelope to make it easier for him. Much to my delight, he did reply with the words "keep trying" written on my piece and it was like a shot of jet fuel that has helped keep me writing for decades. I also found parts of a play and some short stories I had written while in high school, plus lots of other historical items I plan to keep.

Tomorrow I will bring some of it to the office for cataloguing and to make sure it is packed properly for long term storage. I do not have time to go through it now but will save it for when I do later. It should bring back many memories and give me lots of things to write about from a then and now perspective.

I started thinking about our next target country (a sure sign I am getting antsy) and came up with three possible locations: Australia, Turkey and Israel. It is fun having the freedom to choose our locations. All of the pressure of success is on my shoulders, but it would be anyway so I might as well enjoy the process knowing that not all of it can possibly work out and the problems we will incur will help us grow.

There is continued trouble in the Arab world and more conflict in Libya, Bahrain, Egypt and other countries. Saudi Arabia and China are trying to crack down on potential problems before they occur, but I cannot help but think that the democratic reforms strived for by all of these countries might be frustrated by the rulers and governments they are trying to replace. No conclusion yet with the teacher's strike in Wisconsin and other governors are readying their plans for the same; there will be a lot of conflict in the coming months.

3/7/11

4:38 PM EST

My office, NJ

It was good to be playing tennis again, as I hadn't played since last Thursday. I spent the day doing lots of paperwork, including working on the proposals for the potential Chennai Distribution Center as well as checking with our current customers to see if they had locations in India. I also wrote a proposal to Ben for a potential takeover candidate in Thailand. It may work out well because the owner wants to move back home to Australia in three years and I want to set up there also. Oil prices are going up especially with more trouble in Libya as are U.S. gas prices while the stock market is going down. Candidates for the 2012 presidential election are starting to surface; it should be a fascinating process. Mike's wife is going to have a baby tomorrow via Cesarean section, he is remarkably calm but that will end tomorrow morning; as will some of his sleep for the foreseeable future. I will try to keep remembering he will be running on very little rest. I dearly love my three children, but I have no urge to have any more. Grandchildren sound like they could be a lot of fun, but not for a few more years at least.

3/8/11

4:26 PM EST

My office, NJ

I am supposed to be interviewed by the Star Newspaper, one of the biggest English language papers in Malaysia. I always wanted another newspaper column and thought this might be a great opportunity. After all, I theoretically have a great story. Our Malaysian company is going public and an American, me, is the head. I also have a lot of experience in business and am not afraid to give my views on almost anything. Of course, that could also be a problem. I am somewhat opinionated and don't like to be censored, so I will have to be careful if this does happen. I am checking with Ben to see if he likes the idea and if so, I will go to our public relations firm handling our public offering and have them liaison with the newspaper.

We will be doing newsletters this month for IJ Thailand, IJ Mexico and India starting with IJ Malaysia coming on board in May. It will be a lot more work, but the exposure and branding should be amazing.

3/9/11

5:05 PM EST

Home, NJ

After getting the okay from Ben and emailing our public relations firm in Malaysia, I have written three sample columns that Alice will check before we submit them. As I was writing, the overall theme of all of my columns became clear. It will be called, "Lessons from My Life," and it will

be comprised of short stories about what I have learned and the people who have influenced me. We will submit them tomorrow and hope our PR firm can get to the right people at the Star Newspaper who would give me a try.

I spent part of the day sending out emails to customers letting them know we are opening in India and asking if they have locations there. Some say yes and many send their best for our successful undertaking, people like to see us growing. I had lunch with an old friend today who has worked at the same company for 30 years. He was aligned with a group that lost favor with the head boss and now they are out. It must be incredibly tough to be looking for work after all that time, but we will try to help where we can. The price of crude oil is \$104/barrel and pump prices keep rising. There are fears of a new recession because of it.

3/10/11

4:05 PM EST

My office, NJ

Have I mentioned that I hate pirates? The groups of thugs who go after ships in international waters, imprison the crews and hold them all for ransom? I have had it, so I have directed Brett to move the air cannon into high gear and set up a working model for large ships to be able to rain down non-lethal weapons on the heads of invading boats. Since most countries do not seem to want to kill the pirates, though I am still not sure why, we will make the ordnance non-lethal. If our design works, then all ships can be outfitted with this defensive weapon that can work as far as a half mile away. I like the idea of fighting back; we are on it.

3/11/11

4:10 PM EST

My office, NJ

We refocused our cannon research today specifically on pirates. I am hoping to have some design work ready for review by the end of this month and a working prototype built by the end of April. If we have something that will function and we can show people, I think it will make a big difference.

Many people think I have a glamorous job traveling the world visiting great people and having a blast. That is true some of the time, but there are also days like today when I am emailing people most of the day and the repetition drives me crazy. For the bulk of the time, I am either being ignored or getting messages that the people have left their jobs. Still, the odds do come into play and if I make enough calls, then usually I will get enough positive responses to make it worth the effort. There are lots of things that I have been able to pass to others, but selling, trouble and new areas will always be mine.

There was an 8.9 earthquake centered in Japan and there has been

massive damage. The reason there are not many more deaths is because of the incredible planning of the Japanese government. The rain has stopped and I look forward to biking tomorrow. I played tennis with my wonderful brother for the first time in a few weeks; it was great to see him.

3/13/11

2:41 PM DST

Home, NJ

Yesterday was a lot of fun. After I worked out with Elana, I went biking with Mitch and barely made it home because I was so tired. A few hours later, Mitch and Carla picked Wendy and I up and we drove to Manhattan for dinner at the restaurant where Barry works. It was a great time and I was really tired by the time I got to sleep about 10:15 PM. This morning I played tennis with my brother and then went biking again. I went by the building I have been stalking for years and it is starting to look doubtful that it will be available. It is time to broaden my search area so we have some viable options when we have to start seriously considering the move in another year. I also emailed with my partner Ben this morning. There is a lot happening in Asia both in going Public and our various groups there. We are still feeling out the process of how we will operate as a public company, the chain of command and the ability to monitor and modify our various locations. It looks like part of my role will be watching and making sure our teams are acting in the most efficient and forward looking ways possible. It also means I will often be seen as the pain in the neck guy who is always poking around and pointing out where things could be better. It will not make me popular, but that was never my intent. I would rather lead an extremely well run, profitable company that consistently comes out with innovative products than a nice guy who acts like a doting grandfather and is happy with a slightly profitable return each year. I want to grow bigger, more profitable and more diverse all the time. It is probably a good thing I get bored so easily. Speaking of which, I just spoke with Brett. I want the new air cannon to fire plastic balls filled with a special liquid that can be accurately and rapidly fired from 200 feet away and can coat an incoming boat of pirates fast enough so they are either forced to abandon the attack or surrender. He should have the next level of testing done by Tuesday and if that is successful, we move forward. If not, we abandon it and move in another direction which we already have predetermined.

More information is coming out about the major earthquake in Japan that was followed by tsunamis and the country is a mess. One of their nuclear power plants is in danger of a meltdown even with all of their preparation and I hope the victims will be okay. There have been many aftershocks and tsunami warnings all over the world, it is amazing that the wave created can travel 700 miles per hour with incredible force. It underscores how powerful Mother Nature is.

I am hoping to hear back from our public relations firm this week regarding my quest for getting a column in the Star Newspaper in Malaysia. If they can't do it, I may try myself. If they can do it, then after a while of running columns it would be good for Ben and me to try for our own radio program.

I still have no idea when I am going back to Malaysia and I won't know until after the prospectus is formally sent to the authority for review. I am not sure if the first week of April is still possible, but I hope to find out this week. On that trip, I will probably also go to IJX to visit. I have been hard on their team lately and Ben and I both think it would be a good idea for me to go there to show my support.

3/14/11

4:00 PM DST

My office, NJ

I went to see my dentist Dr. Browne today. As is normal, it was a calm visit. He and his staff are excellent and I have a continuing contest about how I can improve my oral hygiene with his wonderful hygienist Cindy. After a bout with many cavities when I was younger, I have become obsessive about my teeth, in addition to other areas of my life, and tend to brush, use dental floss and mouthwash on multiple occasions per day. It is a pleasure to see a well-run, prosperous operation that has customer service as its prime objective, much as I try to do it myself.

It was a day spent in sales marketing and new products. We are making good progress on the cannon and we will know tomorrow if our first design will work or if we have to go to plan B. I am making this a priority, both because it can be a very inexpensive, highly effective weapon, but also because it could be very profitable for us. On the other hand, I worry about what could happen if it falls into the wrong hands; the inexpensive product could easily be used to stop much bigger installations. But maybe that is also a good thing for the various groups trying to overthrow their bad leaders. I am not sure.

I was just watching a video of one of the tsunami waves in Japan; its power is immense and frightening. There is now a potential problem with a third Japanese reactor; the odds of nuclear power redeveloping for the U.S. would appear to be extremely slim.

I cleaned out a bureau the other weekend and found some old papers, including a photograph of a friend and me from my college days in broadcasting. I just spent a few minutes trying to find out what happened to her. I traced her up to about 8 years ago; she was still in television and had a family. I don't think I will pursue it anymore, but it is nice to know she followed her passion and stayed in the news.

3/15/11

4:15 PM DST

My office, NJ

World markets are skittish from the disaster in Japan, the potential nuclear meltdowns and the continuing battles in various Arab countries.

One pleasant side note: some of my spring flowers are beginning to come out of the ground; a great harbinger of the new season to come.

3/16/11

4:30 PM DST

My office, NJ

Today marked the end of a major marketing effort. I have been going through virtually all contacts covering more than 3000 people and I finally finished. I had noticed recently that not everyone has been getting our sample kit as all new prospects should, so I began going back through the system to find out who has not gotten them within the last year and started shipping. Each kit has numerous samples, books and CDs as well as a letter from me. It is a long process, but people really like it and over time it has proven to be a resource for them and produces business. I will be doing more of it tomorrow. Brett had a colonoscopy today and he is fine. I got word from Pk that the two meetings may be pushed off, so now I have no idea when I am going back to Asia and if I will be able to go to Alex's fashion show and/or graduation. Wendy is not happy with the indefiniteness of it all. More nibbles for the composite material, but nothing definite enough to give prices on. It is a long and frustrating process.

3/17/11

4:29 PM DST

Home, NJ

The weather has turned sunny and mild and my plants are poking their way up towards the sky. We may get some blooms by the weekend.

We have been trying to figure out a way to handle the start-up for the distribution center in India. The problem is that we want it to be under Ideal Jacobs Malaysia, but they can't make any additions until after they go public. Originally, I was going to have IJUS start a new company in Chennai, but that has proven to be a major deal in paperwork, money and time. I got the idea to ask Tushar if Juna can be employed by his company in India for a few months. After we go public, IJ Malaysia can declare the intent to start an Indian company, get the necessary approvals from all concerned, start the paperwork and begin operating by early summer. I am waiting to hear back from Tushar. If they agree to the plan then I will check it with Ben.

We sent a large amount of promotional material to IJE today so they can send emails and direct mail to their 300 contacts. It is important that all of their customers know of our expansion there.

3/18/11

9:50 AM DST - and continued later in the day

My office, NJ

"Kayla wants to talk to you," my wife told me a few weeks ago. "She wants to know what you do." My incredible daughter is finishing her second year at Cornell and is faced with the major life question of what she should do with the rest her life. While the majority of people in the world never have a satisfactory answer, a few of her friends seem to have a direction which, along with a lot of exams, has brought on a heightened level of anxiety regarding her future. She is studying environmental biology, but that in itself does not lead to a broad area for potential employment. She has been watching me with the family business over the years and has been intrigued by what it is we really do. Since she is now thinking about potential business paths, we have come up as an option. As a third generation in our family business and one who loves what I do, this is great news. It presents a unique chance to give her a fair and accurate description of who we are, where we are going and her potential role in it. I am brought back to when I was just getting out of college. I accelerated through college in three years because I wanted so much to be a network news broadcaster, only to have my dreams smashed when I could not get a job. I will never, ever forget that feeling of being unwanted and no one in broadcasting caring if I live or die. My dad stepped in and offered me a job as a salesman. It was one of the greatest financial moves my father and our company ever made. In addition to making him a great deal of money and doing well myself, it put us on a trajectory to where we are today. With each new generation comes the promise of new levels of success and potential destruction. As a firm believer in optimism and knowing the raw potential my daughter possesses, I am totally happy with giving her the chance to become part of the team. The questions are what does she want to do and can she mold herself to become an asset that will benefit us all. I believe that your job should follow your passion. The innate energy that comes from the huge belief that what you are doing is not only good for business but benefits the general good is a part of being a member of the human race. We have a duty to ourselves and to everyone else to lead productive lives that benefit as many people as possible. With those lofty ideals, I also have to explain to her that much of the day to day operations of any business consists of a certain amount of preordained structure and work that has to be done well and efficiently for the company to prosper. It is the grunt work that has to be finished on time to ensure that the higher levels of innovation, passion and design can be followed through to fruition. When people ask what we do, I tell them we make all types of labels, decals, metal and plastic parts, gas-kets and assemblies. I also tell them that our customers come to us with problems that are impossible to define and we try to find solutions. In addition, we have recently opened up a new military/defense/commercial

division for thermoplastic composite products, which includes hurricane resistant building materials as well as global warming housing and ballistic armor. We are also working on a new anti-pirate rapid-fire air cannon to help ships ward off attacks.

Being in business means you either take a lot of chances that new product lines will fail or you stick to the same products year after year and hope your competition does not kill you. I have always believed in going into new areas because they are exciting and fun, supercharge our people and also sometimes eventually lead to profitable new niches. Therefore, we could be working on various new inventions and products, most of which will never see the marketplace, but we are always trying to move forward.

This is one of the reasons our company is so hard to define. Our standard product areas are easy to describe but it is the wild, crazy areas we move towards that not only satisfy our passion for innovation but often lead us back to new versions of existing products and where new profits lie. As you can see, it is a moving target and hard to define.

What would her place be here? Another intangible question, since neither she nor anyone else knows where her true talents lie. I have known since she was old enough to walk that she had the ability to command and lead. I also knew her intelligence level and common sense would be more than enough to run a successful business. What I don't know is where her talents and passions lie and the great part about this business is that all options are open. We can be working on global warming housing one week and a new type of armor the next. It is a wild combination of printing, fabrication, molding, machining, chemistry, design, physics, and numerous other things, which means she has to learn it all so we can figure out where she can go.

When I started in the business, my dad said it would take three to five years to learn it. He was right; it took five years for me to learn enough of the basics of business in general and our company in particular to be able to run it profitably. You need to go through a few years or cycles to get a feel as to what is normal, how things work, the rules of general business and how the events of the world can so rapidly change your trajectory.

So what can I offer her?

I know she will work hard and put everything she has into it and in return I and our teams worldwide will teach her the business from the ground up and treat her well. It will take a few years, but after that time she and we will be in a position to support her if she is suitable and wants to stay, can work in a specific capacity or wants to be groomed to take over, a process that can take a decade. There are major advantages for our companies having a fourth generation moving up in the business, especially with our going public in Asia. There is always a potential problem with continuity between generations and if there are highly talented people ready to assume bigger and more responsible positions, then it is

a very good thing for all involved. Part of my job is creating good, solid jobs that will utilize good people to their fullest potential. Having a business does not simply mean just centering on profits, although they are obviously important. But the money coming in not only helps create jobs and more growth, but aids in research and development, which in turn help produce more profits.

I can also offer her this. The passion she has for productive change in the world can be created through innovation and companies who have the will to utilize them. She wants to change things, as do I, and our company can be the vehicle to help start that change. If she wants to make an impact on global warming or help to bring clean water to the world then we can do it, but it has to move by her passion and energy and if she wants it badly enough, it will happen.

On a side note, having my daughter with me on a daily basis would be fantastic and the thought of having my potential grandchildren close by, if she decided to get married and have kids, is an added bonus.

If you asked my grandfather and my father why they were in business, they would have probably said to make a good living and probably leave it at that. For them, it was a fantastic vehicle to live comfortable productive lives. For me, however, it is much more. I was incredibly fortunate to be born into a company that I love, which has enabled my ideas to be transformed into potential areas of business. It is that passion, the ability to dream and having the chance to see it happen, knowing full well that only a small chance of success is there and being willing to accept it when things don't work, is what separate us from others. It is a fantastic place to work if you don't mind 'jumping off the cliff' and going for your dreams. It is my daughter's decision, but we could all have an incredible amount of fun and do a lot of good.

3/19/11

3:48 PM DST

Home, NJ

I have been spending time marketing over the past two years and I am now at the point of mining our database for various contacts, emailing certain people ideas that might be of use for them utilizing our products and services. I sent one message about our new rapid-fire, non-lethal, anti-pirate air cannon. He is part of a large defense company and he liked the idea. We spoke yesterday about combining his company's specialized targeting systems with our cannon and we both got excited about the potential. I told him we would have some data within two weeks. Brett is testing now to see how we can make our weapon fire at least one time per second. The customer asked me about maritime law and having weapons passing into ports. We found that a ship that is armed can be stopped at every port and searched or at least delayed. This would not help to sell our systems. Even though we had an air cannon, which

may not be characterized as an actual weapon, we still had to deal with the potential problem. I came up with the idea of having a mobile fleet of fast moving boats that would transport our modular cannons and be based at various ports. As the ships came in, our boats would quickly unload our weapons and when they left the port, they could be resupplied. Since our weapons were modular, they did not need to have the same weapon system every time, which would increase the speed of arming even more. In addition, we would install holders on the various ships so the installations would be secured even faster and they would only fit our weapon systems. I have not heard back from the customer, but Brett is continuing testing now. I am also hopeful that certain countries may allow the weapons in without disarming them, but that will have to be done on a country by country basis. It is a big undertaking with infrastructure, but I have never been inclined to think small and I am excited about the potential to do it.

Kayla came home yesterday. She looks great, tired and has a cold. It was beautiful here yesterday; almost 80°F and sunny. Today is about 50°F and I worked out with Elana this morning in my office. She is getting tougher on me, but so far I have been able to keep up and I am getting stronger. I can tell from my improved tennis game. From there, I went bicycling outside and had a wonderful time. My wife suggested a great idea, that I have lunch with my mom every month or two just to be together and today I brought Wendy and Kayla along. My mom was really happy to see both of them and we had a fun time at lunch. The four of us had never been out together like that before and I am glad we did it.

3/20/11

2:38 PM DST

Home, NJ

Coalition forces including the U.S., France and Britain began an assault yesterday on the defense infrastructure of Libya. Preliminary results seem to be a measured degree of success in dismantling their ability to fire on our forces, which means a no-fly zone can be instituted. There is support from the UN including various Arab countries, however I am extremely concerned about how this is going to play out. Mr. Obama, as Mr. Bush before him, had campaigned on trying to get us out of the Middle East and keeping us out of international military conflicts. Both seem to have been sucked into the vortex of world events. I have no idea if this is a good idea or not, but the odds are good it will not turn out well for us in the global arena.

Elsewhere, I received an email from Ben, my business partner in China, regarding the details for the formal signing of our stock going public on the Malaysian Stock Exchange. He also discussed details of ringing the gong on the floor of the stock exchange a few weeks after the signing and the party that is to follow. Ben is to conserve expenses for the

party itself so we can afford to bring more of our people in from outside of Malaysia to attend the celebration.

Brett is going in for back surgery in a few weeks and the pain was too much for him to keep going. It is nice to have Kayla home for awhile. My son Ben was also in this morning to get a chest of drawers and some instruments for his new apartment and to have lunch with us. I had played tennis with my brother and gone bicycling and by the time I got back, he was already here. He looks really good and is anxious to see his girlfriend Katie again; she is due back in a few days from a concert tour in Texas.

3/21/11

4:29 PM DST

My office, NJ

I spent a lot of time reading documents today, a very tough thing to do since they normally put me to sleep. I also started working on the next target after India and Malaysia are done and I emailed a man I met on a ferry on the way to Kowloon a few years ago. I feel confident he will remember me and he is my only contact to Australia so I hope he can help with potential sales candidates.

It is very rare that I tell a customer I do not want to do business with them, but sometimes our cultures clash and in this case there were fireworks. The customer demanded a level of accuracy that is not possible with the type of parts they demand and the quantities they want in the time frames that are needed. I told them this last week, but they wanted to try again. They rejected a sampling of a job today and this time I said we simply cannot do business anymore. They cannot pay for the amount of tooling necessary to ensure the accuracy they demand. I hope they understand this time that we are done. You can't please everyone all the time, so the best thing to do is realize it and part ways as positively as possible.

3/22/11

4:24 PM DST

My office, NJ

Today I spoke with Kayla about her coming into the business when she graduates in two years. Continuity from generation to generation is a huge deal in a family business and potentially even more important in a publicly owned company in Asia. People from all of our teams will rest easier knowing that when/if I retire, there will be someone to take my place - if it works out; if there is no transitional disaster. As of now, she wants to join us and I outlined the apprenticeship she would go through for the first years, which included a month with every department learning the business from the ground up, then more time with management and at our various locations worldwide. I am happy she is thinking about joining us, but will count on nothing until it happens.

Al is in Europe, though I am not sure where at this moment. I hope

she is having a blast. We miss her here.

The Libyan coalition forces have destroyed much of Colonel Gaddafi's anti-aircraft capability and a lot of his armor. The Arab League says we have gone too far and the U.S. is trying to hand off the operation to others. I hope we do not get caught there.

3/23/11

5:04 PM DST

My office, NJ

It was one of those rare days when I did not have a lot of energy. I spent most of my time doing paperwork and being productive, but the energy that normally powers through my body was not there. It has happened before and usually only lasts a day so I will not be alarmed. It makes me all the more thankful for the normal days with the adrenaline surges.

3/24/11

4:59 PM DST

My office, NJ

My energy is back!

I shoveled again this morning. I keep thinking it will be the last time for this season, but I never know. There has been no word from the Securities Commission in Malaysia regarding our prospectus, which means my trip dates remain unsettled. Elana and I had lunch with Mark from WOR today. He is a wonderful man and it was very pleasant. They have no suitable spots for me yet to get back on the radio; I will be patient. We are in a mess in Libya. When we will learn to stay out of trouble?

3/25/11

11:54 AM DST

Brooklyn Queens Expressway, Brooklyn, NY

En route with Mike the Driver to a Defense Contractor in Long Island, NY.

I am working on my new iPad2 with 3G, which means I can email just like on my Blackberry. Mike from our office is very good with technology and his hope, and a real possibility, is that I may never need to buy another laptop if I can do everything on this. I shoveled snow and ice on Wednesday and Thursday morning, but today it was too cold so I did my band workout and then played tennis with my brother. As usual for Fridays, we were both tired so it was a friendly, low-key game. I have no idea where we are, which is good since Mike is competent and I can concentrate on work and mentally get ready for my call. I have never met the man I am going to see. He is a referral from our representatives in Spain so I have no expectations about anything. As usual, I am already downplaying the potential success so there is no disappointment if nothing happens. In sales there are always going to be disappointments and if the man is not there, is late, can't see me or is a total waste of time, then

that is all part of the “selling process.” Over time, the odds work out and it makes it much easier to know that some calls are simply worthless. You have to expect it occasionally and accept it when it does happen.

I am having trouble figuring out if there is spell-check on this writing program. If not, I have to go back and proofread anyway so it is not the end of the world. I just pointed out a hidden police officer and Mike said he saw him. I should really leave him alone and let him drive. I found the spell-check system; I am good.

3/25/11

3:22 PM DST

En route to New Jersey

As is normal, this call did not go as planned but still went well. When I got in, the nice secretary told me that their group had just gotten a new Vice President and two out of the three guys that I was supposed to meet with would be delayed. Since I did not know there was more than one person, that was fine with me; a better chance for business. It is often easier meeting one at a time and being able to focus that way than in a group. The first man was ex-military, an electrical engineer who had been converted to selling for the company. He was sharp, knowledgeable and knew about life on the road so we had that in common. He was interested in our Ballistic material and ideas. He asked for weights and prices and we will get back to him next week. It was the same for the next two people after the first left. They were all smart and very interested in our innovation, liked our ability to think of new ideas and hoped our designs would function for them.

By that time it was almost 3:00 PM and I had been there since 1:30. The man I was supposed to see was still going to be another twenty minutes, so I decided to leave while things were going well. It was a good call, thanks to the introduction from our representatives in Spain, and I will update them by Monday to see if there is a chance for business. Now we have to get home through potential traffic, but no one is better at that than Mike, so I will relax and leave it to him.

3/26/11

4:37 PM DST

Home, NJ

As usual with a sales trip like yesterday's, I was tired so things were pretty calm last night. Kayla and I played another game of chess on my new iPad and I won this time so we are even so far. This morning it was too cold to bicycle and besides, I had pulled a muscle yesterday while training. Since I did not want to risk falling over on an ice patch, I did the band workout downstairs, went on the treadmill and finished my workout with a walk outside in the cold, crisp air. There has been a lot of winter weather here with snow and ice and I am not sure how my

flowers will handle it, but I am hoping they are okay. Temperatures are supposed to moderate.

I had another talk with Kay about coming into the family business. She seems as excited as I am about the possibilities and I will slowly go over the areas where she will have potential trouble so she can be ready. If she becomes the "designated" leader to take over, there will be pressure from all sides, both regarding increased respect that she is willing to join the adventure and also jealousy from others with the false idea that she is going to get a free ride to great wealth. The first part is true; it will be an amazing trail with many good and bad points as she learns about the business. Often the rougher patches will involve various relationships and I will try to remind her that although I know how hard she will have to work, many will think, as they did with me, that because she is my daughter she will have an easy time. No matter, those who think that will be the same who will have to be handled or manipulated for their own good. I am a firm believer that one person can know what is best for another and it is their duty to help move them in that direction if possible. Call it arrogance, extreme confidence or anything else, but most people don't know what is best for them and if I think I do, I will push them that way and am okay with the consequences.

Wendy, Kay and I are going out to dinner tonight. Kayla leaves tomorrow and we will miss her a lot. I had a dream last night about a new invention for a new type of photocopy toner liquid. When I woke up I realized it would not work, but did get the idea for a new type of temporary armor. I sketched it on my iPad, sent it to my team and based on some of their replies, we may have a workable idea. We will meet on Monday. I love the speed at which we operate. It is one of our greatest advantages; what takes a few days for us can take others a year.

3/27/11

4:22 PM DST

Home, NJ

I woke up earlier than planned this morning, so I did my band workout to loosen up the pulled muscle in my shoulder. Then I met my brother for tennis and it was off to a brisk walk in the 35°F, blue sky weather. Kayla left this afternoon for school. Wendy and I were both sad to see her go, but also happy to be alone together again. It is nice that we still get along after more than 26 years together. It was especially good since we spoke about Kayla coming into the business and agreed if that happens she cannot live at home. I hope she and I can benefit from my experience and prevent some of the stresses and strains that come with being in a family company.

Thai food is on the menu for dinner. We are bringing it in, as I have no experience in making it myself. In my mind I am already moving toward what will happen this week. There is a lot of potential and I look forward

to going after it.

3/28/11

4:57 PM DST

Medical parking lot, Summit, NJ.

I just came from my new eye, ear, nose and throat doctor who is also a family friend. The adventure began a few weeks ago when I tried to get fitted for noise reducing ear plugs. My ears were too clogged to get fitted and after trying various methods of getting them cleared and checked, I finally gained success today. Now I will see if I still want to go through the process to get the earplugs themselves. Time to go home; dinner will be ready soon and I want to see Wendy and Bailey.

3/30/31

4:05 PM DST

My office, NJ

There will be a big shakeout in the defense establishment world-wide as countries like the U.S. begin to reduce their spending because of heavy debt problems. They will be looking for less expensive, multifaceted ways of dealing with multiple problems and we hope to be one of their options. I wrote the newsletter for next month for IJUS, IJ Mexico and IJ Europe. By May, I will also be doing IJ Malaysia and IJ India when it is started. IJT is still doing their own. More radiation problems in Japan from the damaged nuclear power plants.

3/31/11

3:50 PM DST

My office, NJ

It has been a day of international relations dealing with issues for IJ Thailand, IJ Malaysia, IJ Europe and IJ Mexico. My ties to the day-to-day operations of the company are constantly getting stretched. For the most part, it is a lot of fun but I sometimes feel outside the system with less structured hours and duties. We have a massive money crunch in progress that won't be taken care of until after we go public in May. Until then, we have to utilize our bank credit line. I found out that the wife of one of my cousins passed away. The question always comes up whether to go to the funeral or not. I was not close with either of them and I decided not to go.

4/1/11**4:40 PM DST****My office, NJ**

I spent a good part of the day selling, working on the cannon proposal and figuring out how to test for the rapid fire mechanism we are developing. I never took physics, engineering or much science in school, but I still think it was a good idea.

There was a big snowstorm, but it missed us and we only got rain. I am hoping for spring after this.

4/2/11**5:06 PM DST****Home, NJ**

I went to bike this morning but my main ride had a broken brake cable, so I switched to a newer one and had a great time. It was a beautiful spring day here. I enjoyed being outside and letting my mind wander through most of it. After lunch, I went to meet Uncle Dave, which was also very pleasant. We have not seen much of each other lately and it was good to catch up. Alex is due home from Manhattan within the hour and we are planning to bring in dinner.

4/3/11**8:32 PM DST****Home, NJ**

Alex went back to school today. Wendy and I saw some of his sketches last night and they were amazing. His talent is expansive. I hope we can help him develop it to its maximum potential. It was another beautiful day here in New Jersey and I enjoyed playing tennis with Ira.

I am researching work for Kay for the summer. I want it to be interesting while still being beneficial and I think I came up with something good. One of the uses of our cannon is to fill projectiles with seeds to help reforest areas that are difficult to get to. We should be able to do it from as far as a half mile away. We will probably also have a chemical intern so the two of them can work together. She needs to be useful immediately so we can see where her talents lie and so she can see the benefits of her work. I emailed Mike, who is at the gate, ready to fly to Paris and then take a train to Amsterdam to work at IJE for a week. It is Sunday night; I hope I have exercised enough to be able to sleep.

I saw my dad and mom today and they look good. My dad reminded me that his philosophy was not to put a lot of money into research and development, while I, of course, would and

did. We agreed that he and I are very different and it is good he retired, as it saved us both a lot of conflict.

4/4/11

4:35 PM DST

Hearing Doctor's office

I had a very unusual upbringing. Unlike many fathers who took their kids to baseball games, my father took me hunting, fishing and target shooting. We had some wonderful times together and since I was a good marksman and fisherman, I was accepted by adults as an equal fairly early. As time has passed, I have gone shooting a lot less, but I fly more often. Since I have always had trouble with buzzing and loud noises in these activities, I decided to get fitted for some special earplugs to cut down the amount of noise that affects my eardrums. Today I went to get fitted for the devices. I decided to get a hearing test first and there was some damage from the shooting when I was young (although we did wear ear protection), the result of various medications, possibly loud music or some combination thereof. It doesn't matter; I would not have changed anything. So here I sit with molds in both ears that are firming up rapidly and feeling pretty strange. Amazingly, I can still hear even with the plastic in my ears. I hope to use these when I fly to stop the buzzing of the airplane engines and during concerts, which I seldom attend. I don't mind. It is part of getting a little bit older and if I can stop further damage, I owe it to myself to do so. The plastic is still expanding in my ears. It sort of feels like loaves of bread rising.

It has been a typical Monday with some problems, but not a great deal of action. Things usually seem to get moving later in the week. I offered Kayla an internship today utilizing our air cannon for planting seeds in environmentally sensitive areas. She loved the idea. It would be good if she could get college credit and be paid for the summer. She will check on it and let me know. I love to make her happy.

I am waiting for one of Alex's dress sketches from school to put in our next newsletter. I want to show off his talent and maybe get people interested. The first quarter in sales was good, but as always, I am concerned about the rest of the year. It is a common plight of most entrepreneurs.

4/5/11

5:22 PM DST

My office, NJ

Mike is over at IJE. There are always start-up problems with anything and we will need some time to get it running as a lean and efficient organization. Daniella appears to be an excellent choice to help run the inside operation and even has some bookkeeping experience. Business has been slower the last two weeks, but we may have a big job coming in tomorrow morning. In preparation, I called an old supplier, who we have

dealt with for many years and whose help we might need, only to find out they went out of business. It is a very tough environment and it will probably not get much easier anytime soon.

There is talk that the Republicans in the House of Representatives here in the U.S. will force a shutdown of the non-essential parts of the government. It didn't work well the last time they tried it and probably won't this time either, but many of the Tea Party members were elected on a platform of extreme reform and they are not interested in long term political careers. When you don't care about the outcome personally, it makes you very difficult to fight against. The Democrats are in for a big battle.

4/6/11

4:25 PM DST

My office, NJ

Myron Levey died. He was the father of my school friends Jerry and Laurie and I had known him for decades. A contemporary of my dad's, he helped build a big business that Jerry and his two brothers now run. He was tough, but always pleasant to me. We played tennis together a few times and I will always remember him for his love of competition. His funeral is Friday. It will be both a sad time and a celebration of his life. I will remember him.

Every morning when I wake up, I check the email count on my phone figuring if I have received more than 35 overnight then maybe the "going public" sign has been given and we are ready to be scheduled. So far, it has not happened, but I am told the time is getting ever closer.

We are after a big set of jobs here in the U.S. and I have been negotiating for the last few days with the buyer. Since we are a bit slow, it would be good to get the business, but it has to be profitable. We also have to get paid, so I will try to temper my enthusiasm for the sale to make sure we get the right deal. I continue to go through our database. A lot of people have moved on from their old jobs and it is tough tracking them.

4/7/11

4:05 PM DST

My office, NJ

Yesterday was one of my better days. When I got destroyed in tennis this morning, I figured it may be a precursor to the rest of the day, but I was wrong. We got a new customer, Mike is leaving IJE, as their operation is in good shape and things in Asia are doing well. Our Malaysian public relations firm sent me my speech for the press briefing when we publish our prospectus in Kuala Lumpur. I am not used to having anyone write anything for me and I was not 100% pleased with what they sent. The basics were okay, but it did not sound like me, so Ben agreed I could modify it and the new copy is already on its way back for review.

4/8/11

4:17 PM DST

Today was Myron Levey's funeral. It affected me a lot more than I thought it would. Maybe because he was a contemporary of my dad or perhaps it was the similarity in our situations - he was in a family business with his son Jerry. For whatever reason, I have been thinking a lot about it. The service today was both informative and touching. Informative, in that it was interesting to hear about the family history and to see the various dynamics between the generations and different sides of the family. The tributes by various members of his family were heartfelt. The one that actually had me on the verge of crying was Jerry's son, Jason, who spoke about working with his grandfather. He is the first of his generation in their company and his one wish was that they could have had more time together. They all spoke lovingly of the man they knew as a contemporary, father, grandfather and business associate and I hope the same is said when I pass.

From there, it was back to the office, once again counting my blessings. The rest of the day has been spent in working on new projects and generally having a great time. Wendy should be up in Ithaca by now seeing Kayla and she is due to call me tonight. I miss her already.

Brett's back surgery has worked out well. He even made a sales call yesterday. Today he is understandably sore but still working.

4/9/11

3:05 PM DST

Our porch at home, NJ

It is a beautiful day here; approximately 50°F with a blue sky and little wind. I worked out with Elana this morning and then went riding. It was a tough but very enjoyable and I am now content to sit out here with Bailey. Mike and I are in the process of booking my flight to IJX and Malaysia at the end of this month. Ben and I will probably also visit Singapore. It will be good to be on the road again. I also booked my flight to St. Louis to see Alex's final project. I will get home late on April 30th and leave the next morning with Wendy. It will not give me much time to rest, but I am very thankful I can get there in time and will sleep when it is possible along the way. These two trips should be mostly settled by Monday and it will be a big load off of my mind.

My editor Katie is supposed to be finished with the last part of my new book at the end of May and we need to get working on the artwork for the cover. I would like to get it launched by early summer, but it has to be checked by our people in Asia before it can go to press.

The government averted a shutdown last night. The Senate, Congress and President are probably congratulating themselves. I think they failed by letting it get this far. If they were in private business, they would have been taken over by someone else a long time ago.

4/10/11

4:14 PM DST

Home, NJ

Playing tennis with my brother was not a totally positive experience this morning. There were two young boys having a lesson on the court next to us and one of the boys was throwing his racket when he missed the ball. It was annoying me so I told him to stop. Then I felt badly about that so I tried to say something nice to him and that did not work either. Sometimes I should not try to make everything alright for everyone around.

My brother is facing a double milestone in his life; reaching 60 years old and becoming a grandfather. While both are good, they mark a certain age. I also hope to reach this point within five years, though it is a little hard to accept. The knowledge of getting older is one thing, but the acceptance of actual events indicating age is another. These markers in time make the reality of aging unavoidable. It is not that things are not great, but it does mean that time is moving on. I look at my children and Ben is an adult, living on his own and doing well. Alex graduates from college next month and then he will move onto the next stage of his life. Kayla is not far behind. If I don't do what I dream now, when will it happen? The answer is it won't, so there is never an excuse for not moving forward. There will always be reasons to stay where I am and try to play it safe, but in the end what matters is what actually happens. In moving forward, the decisions are mine. In marking time, life will lead me.

Wendy came home from seeing Kayla today; they had a really good time together. Within the hour, we were on our way to see Jerry Levey's family for the Jewish tradition of Shiva. In the first few days after someone passes, the custom is go to the relatives' house and visit for awhile to make sure the family members are okay. In this case, since Myron was older and had lived a long and fantastic life, there was not a lot of sadness and the atmosphere was pleasant, upbeat and reminiscent. I saw one of my old tennis partners and some of their relatives, who I had known for years. Heidi, Myron's wife of about 40 years, looked sad but as we talked about how she knew my Uncle Leonard, Grandfather Morris and Grandmother Rose, the force and pleasantness of her personality came out and she, Wendy and I had a nice chat together. It is rare that I meet anyone who knew my grandparents as well as my uncle and it was fun hearing some stories about them. As Wendy said, the hardest part for Heidi will be when all of the people go home after today and she is living by herself. I hope she is okay.

Laurie Levey, Jerry's wife, was also there and it was fun reminiscing about being in grammar school together. She is my second oldest friend, Steve Lang being the first. It is good because I get to see her and Jerry on a semi-regular basis. They are good people and I enjoy their company. It is natural to think about death when someone passes. I try not to dwell

on it otherwise. Since I believe in reincarnation and that this life is in a sequence of others, it is much easier to handle. However, it doesn't mean that I will miss any of the people I care about any less nor hold life less important. It does give me solace to believe our paths will once again cross in the future.

4/11/11

4:45 PM DST

My office, NJ

Good news from Asia: it looks like the meeting for the end of the month is almost solid and my plane reservation will be usable. There has been no word on the IPO itself in May. Tennis was a battle this morning, one that I lost.

A shipment from us did not go out to the Philippines last Friday and the customer may be in trouble, so we offered to send one of our people to Manila, at our expense, to carry the job by hand. It turned out it was not necessary, but we were willing to do it. It is also upwards of 80°F outside so I am looking forward to my drive home.

4/12/11

4:37 PM DST

My office, NJ

I got home from tennis this morning to find Wendy in tears. Her mom has to be tested for throat cancer and her doctor thinks it is likely she has it. My wife is understandably extremely upset and is going down to Florida with her sister Barbara tomorrow. I also care deeply for Bunny and the worst case scenarios are truly horrible - and they also include Jeff. He is no longer able to function alone and if Bunny is not his primary caregiver or cannot be there, then he will either need full time help or will have to be moved to a facility. The horrendous possibilities are all there, but we won't know anything until the results come back next week. Major changes could be coming and it could be an extremely unpleasant time across the family. I will be involved as much as they wish.

The rest of the day has been good. One of the reasons I like being in the office is not only can I focus on other more pleasant things but I can affect change in at least some areas. Ben emailed me that he would like to have the first IJT Board of Directors meeting when I am out there at the end of the month. The problem is that I was planning to leave from KL and not Bangkok. I spoke to my travel guy and it can be done, it will just cost more money.

It sounds like Mr. Obama is going to try to raise taxes for individuals with higher incomes in the U.S. as his way to curb the deficit. The Republicans are going to attack entitlement programs and reduce corporate and income taxes. I like their way better. I doubt I would have ever gotten any social security benefits under the Democrats anyway.

4/13/11

4:42 PM DST

My office, NJ

Wendy left for Florida this morning, so it is just Bailey and me for now. She was very upset and wondering how she was going to work things out the best for both of her parents. It is going to be a very rough few days for her and Barbara. She told the kids about the potential problem and they rallied around her and want to be kept up to date. All we can do now is wait until the test tomorrow. I hope we get positive answers.

I got word from Ben that I could book the trips for Vinnie and I to Asia for the IPO. It is going to be expensive, but it is a once in a lifetime adventure and I want him there. There is no way that Wendy can come along as well. As it is, I will miss part of Alex's graduation and she needs to be there. Our house will be very quiet tonight. I hope Wendy is okay.

4/14/11

4:20 PM DST

My office, NJ

Some of the dust has settled from the news that Bunny is in fact ill and arrangements are being made. She sees her main doctor next week and a course of treatment will be settled then. Ben seems to be okay, Alex spoke to Wendy after I tried to call him and I have spoken with Kayla twice. She is planning to surprise Wendy next week by coming home for a few days from school. She is very sweet. Our children have all been great; I am very proud of them. I spoke to Wendy this morning and she is sad but okay. Life will probably radically change next week and a new norm will have to be achieved.

I have been working on the reservations for the two trips to St. Louis and they are now pretty well set. In the meantime, business is okay, but not fantastic and we are all pushing for more sales. Mike is back from spending last week at IJE and there are things that need to be added and changed, but they are looking good overall. We are close to maxing out our credit line. It has been a week with a lot of ups and downs. I am going to get a haircut and relax in a different environment.

4/15/11

10:21 PM DST

Home, NJ

By the weather forecast, I knew I would have to get out early this morning to bike if I expected to beat the rain and was on the road by 9:00 AM. It was a pleasant ride. The weather was cool but I was dressed correctly and had a good time mentally preparing a marketing plan for the Malaysian anti-pirate campaign. I was home before noon and Elana was nice enough to drop off some of her awesome granola bars for me to snack on. Cliff dropped Wendy off a short time later and by the look

of both her and Barbara, it was a rough time in Florida. Wendy had asked me to get some cemetery information for Bunny as they have not made formal arrangements and I called her with them this afternoon. Since Wendy and I have actually already taken care of ours, it wasn't such a bad phone call and I was even able to make Bunny laugh a few times before we discussed it. As she says, she is not ready to give away her jewelry yet. In other words, there is a lot of fight left in her.

I got supplies and came home to make my annual batch of Charoset for the Passover holiday. It is a wonderful mixtures of apples, spices and nuts meant to symbolize the mortar used by the ancient Jews to build the pyramids. People seem to like my non-alcoholic version and I now make some for Barbara and Alice's Seders in addition our to own supply. It has been raining a lot and Wendy was really tired, so I went out to get Chinese food and ice cream and we spent a quiet evening together.

4/17/11

1:43 PM DST

Home, NJ

Jacob Richter (son of my niece Rachel and Jeff Richter) was born this afternoon healthy and in good shape, as are his mother and father. A new generation is coming around for our family. It is a new world for my grand nephew and I am a great uncle again. The circle of life was never more evident and palpable as it is today. With one generation nearing its conclusion and another just beginning, mine moves toward a new position. Again, there is never a reason not to go for something new since time is fleeting and you may never get another chance. With that thought in mind, I am even happier I decided to move forward on going public. Stopping pirates will be the biggest project so far. I checked Wikipedia today and it said that over 50,000 ships pass through the Strait of Malacca every year, so there is an immense market for our system.

4/18/11

4:23 PM DST

My office, NJ

I did not have a restful night. My allergies to various budding flowers and trees manifested in cold-like systems and even the medication I took did not make it easy to sleep. I made it through tennis and I was beaten as expected. Then it was into the office for a day of meetings and marketing. During a meeting on the cannon, I sent out my marketing plan for Malaysia to my VPs and to my surprise I got very little negative feedback. In fact, everyone seemed pretty excited so we are moving full speed ahead. I just spoke with our artist Eric and he should have more of the renderings for that project ready tonight.

Standard and Poor's issued a negative outlook on the U.S. government for the first time since they began in 1860, which means that within the next few years they may downgrade the U.S. debt from triple AAA to double or single A. This has potentially catastrophic implications for the U.S. and world economy and threatens the U.S. dollar as the world benchmark. It also could easily lead the U.S. government to try to make dramatic debt reductions, including raising taxes and indexing the social service codes so middle and higher income people will get little or no social services like Social Security and Medicare. This could also be leading us into a double dip recession. Mr. Obama, right or wrong, spent a fortune to try to get us out of the first recession and the debt incurred could easily pull us downward for the long haul. I am extremely happy we are set up over seas and I hope we are in position to take advantage of the situation.

4/19/11

3:56 PM DST

My office, NJ

Either my allergies are really bad or I have a cold coming on. I have not been able to sleep well in two days. I am hoping for a better time tonight. We have been formulating our strategy regarding the cannon defense system, including our plan to go after the people involved and then utilize our stock to get the needed funds. As it is playing out, it would seem that my initial idea of getting various officials to formalize our sole ability to operate in the Strait of Malacca and issuing a new round of stock for IJM to pay for it is the way to go. Being bold is key and I am confident that stock market people in the U.S. will be interested after we lock down the necessary commitments in Malaysia. Although the Obama administration is trying to downplay Standard and Poor's downgrade of the U.S. credit rating, a lot of people will still be looking to put their money into other places - and why not IJM? The problem of pirates is not unique to Malaysia and if we can get a foothold there, we can move around the world.

4/20/11

4:39 PM DST

My office, NJ

Last night's Seder was a blast. Kayla, Ben and Katie were there, as well as many others from years past. It was a wonderful celebration and I actually got some sleep last night, which I sorely needed. I visited a new potential customer today who makes solar grids for telephone poles here in the U.S. They have a large first contract and appear to be running very successfully.

I am excited about visiting IJX soon. It has been a long time since my last trip and there are a lot of new faces there. NATO is sending ground

troops to Libya and I don't think this can be a good idea.

4/21/11

4:42 PM DST

My office, NJ

Our accountant Gary was in and reported that we had a good first quarter as I had anticipated and we are doing well. His view for the future of the U.S., like mine, is not so rosy. I feel that the stimulus funds spent by the government simply delayed the effects of the original recession and we are headed back that way. In other words, a double dip. I hope we are wrong. Meanwhile, the stock market continues to rise and I don't know why. I spoke to my niece Rachel, who just had her baby and she sounds wonderful. I will miss the Bris on Sunday, which is when the baby is circumcised and then there is a celebration. Wendy told me she has to go to Florida while I am away next week to be with her mom who is going to another doctor. Barbara is there now.

4/23/11

9:50 PM DST

Newark Liberty Airport, NJ

It has been a good couple of days getting ready for this trip. Yesterday, my brother, who could not play tennis in morning, called me in the afternoon and I was easily persuaded to leave a little early to play outside. It was chilly but very pleasant and it was a joy to see him before leaving.

It was raining here this morning so I worked out inside and then went for a walk in the rain, which was nice. I enjoyed seeing the various vibrant spring colors busting out all over. Wendy and I had lunch and dinner and as usual it was very difficult to leave. I miss her and Bailey already. Last night a tornado hit the St. Louis airport and we spent the morning worrying if it would reopen in time for us to go there next weekend to see Alex's clothes in the school's big fashion show. We even tried to see if we could land at another airport, but that was impractical. In the afternoon we heard they would be up and partially running soon and in full operation by the end of the week so we should be fine.

I was originally planning to use my new iPad to do all of my writing this trip, but it turned out I do not have access to the cloud network and I can't access my files to write or to edit. I am very glad I brought my trusty laptop and will be fine working this way as I have in the past. When I get back, Mike and I will work out the kinks in the system and figure out what went wrong.

Ben from China has been emailing me. Our public relations firm has not given us a firm script as to what we should do during the press conference scheduled for this Friday and he is getting worried. I am also concerned because I really don't want to say anything inappropriate. As I wrote him earlier, we will do the best we can and will learn over time what

is appropriate and what is not.

It still does not seem real that we are actually going public. It probably won't until the prospectus is officially released this week and when I come back and ring the gong in three weeks. We will be in a different position then. I hope I like it.

The presentation for the anti-piracy program for the Strait of Malacca is done - at least the first draft. We have the next five weeks to see how far we can go and I am excited at the chance to sell it. Since we are not asking for any money from the Malaysian government or any of our potential partners and in fact can actually help pay some of their potential expenses in the endeavor, I am hopeful for a great reaction.

There are a lot of flight attendants for my flight sitting near me. If we are going to depart on time, they should be boarding soon. I could not get a ticket for my next flight and have to go through a transit desk. I am slowly getting more comfortable with this procedure. The good news is that if we are on schedule I will have plenty of time to find my way around. I have been to the Taiwan Airport a bunch of times and hope to get a chance to take a walk before boarding.

The flight attendants have boarded the plane; a very good sign.

4/24/11

7:09 AM DST, 3:09 AM Alaska time

Anchorage Airport

The first leg of the journey has gone well and I even got to go over the latest editions of my speech and the press conference questions and answers from our PR firm. I have been in this terminal before, though always during the night and never outside this quarantined area. Perhaps one day I will venture outside and actually see Anchorage. The transition has started through western to eastern time zones. I got a few hours of sleep. The next leg is ten hours and if I can get another four I should be in good shape to work all day Monday when I arrive. Our schedule is full and sleep deprivation will set in early, but I don't have to drive and I will be among our own people. There is an infomercial on the wall television for selling a collection of love songs of the 1980s. The music is bringing me back. That was the decade I got married and Ben and Alex were born. As Wendy was mentioning before, it is amazing how fast time has flown by. Good times go quickly; tougher times slow down.

The potential Republican candidates for president are not inspiring to me. I hope they can come up with someone better. On the other hand, we often do not get exceptional leadership unless extraordinary times demand them, so maybe things are better than they seem. The dollar is sliding against world currencies, precious metals are going up and I am glad our companies are dispersed around the world. If the bulk of our debt is paid back by the end of May, I will be a very happy man from the financial point of view.

4/24/11

10:03 PM China time, 10:03 AM DST

In flight

7:47 minutes to land

554 miles per hour, altitude: 32,000 feet, outside air temp.: -41°F

We are currently over the Pacific Ocean on our way toward Tokyo. Time to plan and dream:

Since I do not believe that any economy outside China will do well this year, it makes it difficult to try to project what else will happen. Once we go public next month, we are answerable to our shareholders and have to justify what we are doing. I have no direct control, nor should I, of the day to day operations of any of our locations, I will continue to focus on the new business areas, partnerships, alliances, heading off trouble and going for the stars. Since I am responsible for worldwide growth, it is my responsibility to try for new things. Now I will be trying for much bigger areas and using our company's profits, so the level of risk is growing.

The millions in time and direct costs we have tied up in the composites and the cannon had better return at least some margin of success or I am going to feel pretty badly, at least for a few days. Not to be flippant about it, but taking chances and inventing new ways to take on problems is where all the fun is, at least for me, and if I can't be free to do that then changes would have to be made. The great news is that all of our teams worldwide are totally supporting our new areas, so that is not a problem. The questions become not whether to attack, but how to do it. Going after the Malaysian government with the anti-piracy program is a huge undertaking for us. Of course, since we have already spent most of the money on research, the risk is a lot less now than before. It comes down to being able to create the super deal, where everyone benefits to such an extent that all negatives are either forgotten or become insignificant.

Ben has been emailing me about a Japanese company that has a new type of fire extinguisher system Ben and I both think it could work wonderfully with our cannon for building and house fires. We don't know if people would buy it for home or business use and if we could market it to governments and building owners. It might take a massive marketing campaign which we do not have the money for right now, but if the anti-piracy system works then we will have the funds and the name to attack it full throttle.

This was one of the reasons I wanted to go public. It will give us the ability to raise capital if the public thinks we have good ideas and is willing to buy the stock. It is a highly exciting new area and seemingly makes a lot of things possible. On the other hand, with the added funds comes additional responsibility to our stockholders, so we have to be careful as to what we invest, develop and promote. We do have limits to our ability to move into new areas. We are a very lean organization and I am pushing everyone to keep increasing their productivity, but there are limits.

Even when treating our people very well, and we do honor, cherish and understand their importance, there are limits for them and for us. I am now 55 years old. Strange; it sounds old, but most of the time I do not feel it. I work much differently now. My work hours are spread over much larger chunks of the day and I have had to keep an eye on how much I take on. I joke that I have semi-retired since I now work out at home and then play tennis instead of first going into the office early. Instead of getting up at 3:30 AM, now I can get up at 4:35 and I leave the office about 5:00 PM instead of 5:45. However, the email now start at 4:45 AM and is done about 9:30 PM, as well as monitored all weekend and answered as needed. I still have my afternoon naps, which are as important as ever and enable me to keep going strong for the rest of the afternoon. I like it much better now. I love to work and have little need for vacations. Every four or five months, I usually get the need for a few days, but after a long weekend I start going crazy and my wife knows it is time for me to get back to the office on on the road. I hope that doesn't change.

If the U.S. economy does go down again and the dollar falls, then we will try to use it to our advantage and export more from the U.S. We obviously have no control over what happens in the world and we can only hope to try to benefit from what changes occur.

4/25/11

6:42 AM China time, 4/24/11 6:43 PM DST

The second leg of my journey went well. I got enough sleep to keep going and as I got off the plane there was a sign saying I had to go to the opposite end of the terminal for my transfer. No worries; I wanted the walk anyway and things went smoothly once I got there. Ben will pick me up at the airport and the day starts then.

4/25/11

11:12 AM China time, 4/24/11 11:12 PM DST

Sheraton Hotel, Xiamen

The plane was early, the flight delightful and Ben was there to get me. Things are going well here and as it turns out, our first appointment got pushed back so he is picking me up at 1:15 PM and I do not have to wear a suit. I am waiting for my room so I can work out quickly and hopefully get some food before we head over to IJX for a tour.

4/26/11

11:03 AM China time, 4/25/11 11:03 PM DST

Xiamen Airport

We went to the plant yesterday and it has changed a lot since I was last there two years ago. There is no more empty space, a lot more people, many of whom I had not known before. The plant is clean, well run and looks profitable; a very good sight to behold. We are now in flight

to Singapore.

After the plant tour, I went to go see a local shipbuilder with Rina's brother Ben, an engineer and a part time consultant for us, and Betty, our newest employee at IJX. It turns out that it is owned by an American who used to live in New Jersey; it is a small world. We spent a few hours talking about the potential for him to use our composite materials for his boats, but I am skeptical as to whether our more expensive, unique abilities to protect from ramming and other debris damage, will be of sufficient interest to his customers to warrant their use. Toward the end, I asked him about the cost for setting up a special fleet of speed boats for our Malaysian anti-piracy campaign and it turned out his estimated prices were the same as mine. This gave me confidence, not only in our prices but also in his ability to help us design and build the boats if the need arises. The overall plan is slowly falling into place. Now all we have to do is sell the project itself.

Ben, Allan and I then had dinner on the local waterfront. It was dusk, the weather gorgeous and we were seated outside. The restaurant had a U.S. Texas theme and it was great fun talking and eating in the seaside atmosphere. At one point, a singer began playing the guitar, performing songs from the U.S., which on the one hand seemed a little out of place, but on the other fit the motif perfectly. I had been getting extremely tired and then becoming okay again numerous times during the day and I was not unhappy when Ben dropped me off at the hotel about 8:00 PM. I had planned to get to sleep early, but I was having iPad and iPod trouble and Mike was trying to help me through it. I think I messed them both up when I was backing them up a few days ago in the office. It was okay since I have my laptop and was perfectly at home. Mike emailed me some files I needed, so as of this morning I am in great shape.

After eight hours of greatly needed sleep, I exercised and then went for a walk outside. I spoke to Wendy, who is getting ready to go to Florida on Tuesday to go see Bunny. They are getting a treatment protocol ready for her cancer. It will be rigorous, but there is hope that she can be okay at the end. I also spoke to my parents and Brett, who is continuing work even though he is in Florida helping out his in-laws, who are also having medical issues. It is a constant for us all. If everyone lives long enough, taking care of one another becomes part of our lives. After a wonderful breakfast, I met Ben and it was off to the airport. We are on our way to Singapore and I am now working on a plan for the company who wants us to license their technology for putting out fires. Their idea of their worth varies radically from mine, so we will see if we can come to some compromise. I am listening to my son Ben's CD from a few years ago. I love his music.

In between writing and lunch, I am ready to go through my speech, the press conference materials and other daily tasks. I love being productive. I find it fascinating how much Ben and I get done when we are

together and how quickly it happens. Plans for expansion are high on our lists, as well as increased efficiencies and personnel, which I am sure is the same case for all companies. There are basics in business like in life itself, which I call the nuts and bolts. These are things that need to be accomplished on a continuing basis for an overall pleasant, efficient and productive experience. Ignoring the things that many consider dull and uninteresting will kill you in the end if they are ignored or done badly.

4/26/11

8:12 PM Singapore time, 8:12 AM DST

Royal Plaza on Scotts Hotel, Singapore

Our plane was late and as Ben and I made our way to our appointment, I saw that the temperature was 33°C or 91°F with high humidity. Suffice it to say that Ben and I got into our customer's building from the outside air as quickly as possible to get into the air conditioning. Ben and our local salesman, who was also there, had already sold this company some long run labels and now we want to try to partner with them in other areas. It was a good call and if nothing else they know that we want to try to do the "almost impossible," so it leaves the idea in their minds to contact us for anything.

Afterward, Ben and I came here to the hotel and had dinner. I am waiting to get an email from Al on some Braille label information so I can send her back prices and then I will be done working for awhile. I like the challenge of people thinking that our big ideas are close to impossible. It brings out my competitive nature and I am ready for battle. Ben and I also worked on the proposal to the fire extinguishing company for a joint venture in which we would set up manufacturing their product for our cannon. That meeting is tomorrow in KL.

4/27/11

12:32 PM Singapore time, 4/26/11 12:31 AM DST

Singapore Airport

I did not have a great night's sleep, but felt better after exercising and a big breakfast. Ben and I went to Anixter, one of our customers in the U.S., to attempt to do business with them here in Asia. The meeting with two of their key players was positive. Sales are slowing down for us in the U.S., which is a worrisome sign. We will have to push harder.

4/27/11

6:54 PM Malaysia time, 6:54 AM DST

Intercontinental Hotel, Kuala Lumpur

The flight to KL went well, as did getting through customs, security and getting a fast moving cab. We were ahead of schedule, so I took the time to go for a quick swim in the beautiful pool. It is an idyllic setting, surrounded by palm trees and beautiful high rise buildings. An approach-

ing thunderstorm chased me out after a short time, which was just as well, as I needed to get to the 5:00 PM meeting with the company working on a new type of fire extinguisher. We talked for over an hour and eventually we came to the understanding that we would like to be involved, but first they have to get some approvals from the Malaysian government to use their product here and prove it can be marketed. Both Ben and I have our doubts as to how well they will do this, but we still like the product a lot and the less they can sell it on their own, the stronger our position and better deal we can make.

I am on my own for the evening, so I will probably work out in some capacity for a little while, have dinner and get to sleep early. It looks pretty stormy outside, so I will probably go to the gym. The hotel has already agreed to open it early for me tomorrow and Friday; they are very nice here. They also upgraded Ben and me and now I have a two room suite on the 29th floor with an incredible view. It is too bad Wendy is not here with me; she would have enjoyed it. I spoke to her today and she sounds okay, as does her mom, but life in Florida is not good. I also got word from Barbara that she ordered Bunny an iPad. When it comes in, Mike from our office will program it and I will bring it down to Bunny when I visit for a day or two. Unfortunately, Jeffrey is not doing well and will probably be placed in a nearby facility until Bunny is through her treatments. This whole ordeal is going to get much worse. I am hoping for Jeff's sake that he stays non-lucid and does not realize what is going on.

4/28/11

11:49 AM Malaysia time, 4/27/11 11:49 PM DST

Intercontinental Hotel, Kuala Lumpur

I had breakfast with Pk and Ben. There were still documents to sign for going public, but the end appears to be in sight. Then Ben and I went to see a potential partner for the "Straits" project.

One of the men from our PR firm is due in at 1:15 PM to give us a briefing for the 2:00 PM newspaper interview. At this point, I am not sure what I can and cannot say, but I will do my best.

4/28/11

3:31 PM Malaysian time, 3:31 AM DST

Intercontinental Hotel, Kuala Lumpur

I used to think that interviews were easy. Someone would ask a question and I would answer. That has all changed since getting ready to go public. To get ready for the 2:00 PM interview with the biggest Malaysian English speaking newspaper, Ben, Pk and me were all cramming as if we were about to take an exam. Our PR firm was there in force and it got a bit nerve-wracking with them trying to prep us, but when the reporter entered, we quickly got down to business. We seemed to get through the interview without a lot of problems and the article is supposed to

run this Saturday. Once the reporter left, we immediately went into preparing for the prospectus launching tomorrow. We divided up the questions we anticipated for the analyst review and next I have to write a short blurb for the discussion of our company's future plans. Ben and I looked at each other as we left in a state of excitement and joy. It is very good we are both looking at it that way. It is amazing to think this is actually happening.

4/28/11

6:01 PM Malaysia time, 6:01 AM DST

Intercontinental Hotel, Kuala Lumpur

I just got back from the lounge on the 29th floor where we have been holding our meetings. This time it was with Hing, one of our directors and shareholders, to go over more procedures.

4/28/11

7:47 PM Malaysian time, 7:47 AM DST

Intercontinental Hotel, Kuala Lumpur

My stomach has started bothering me. It could be that small amount of diet soda I had with ice cubes. I was not going to use ice cubes this trip, but I was hoping this one small instance would not cause a problem. I have no idea if it did. I will call the office and then get ready for sleep, as I have to be up at 4:30 AM.

4/29/11

4:14 PM Malaysian time, 4:14 AM DST

LCCT Airport, Kuala Lumpur

I got a good night of sleep even with my crazy dreams and was up by 4:00 AM. The hotel opened the gym early for me again and after I did my band workout, I went to the gym and called Mike and Al. Sometimes Mike is difficult to talk to in that he is always probing with the possible negative sides to projects. While that is extremely important to have, it is hard to take when I am tired. Regardless, we went over the anti-piracy meeting from yesterday as well as the fire extinguisher joint venture and they were both favorable in general. After breakfast, Hing drove Ben and me to the underwriter's headquarters, which would set up for our prospectus launching. It was thrilling to see the giant backdrop with our name on it and after practicing my speech in the main room, we went into another area to wait. Once there, we were joined by our board members and eventually two of the top people from our corporate underwriters. It is always fascinating to meet the heads of any organization and these two men were both knowledgeable, pleasant and easy to get along with. We had our seating prearranged and I was sitting next to their head man. I asked him how he was able to stop himself from saying anything in the media that would get them into trouble. I had been wrestling with that

problem for days and the way our PR people kept grilling us, it was starting to become paramount in my mind. He said he did not worry about it that much except for live television interviews, which was good to know. As the moment of launch approached, I began to get more nervous and as we walked into the room, music from the movie "Independence Day" boomed over the sound system. Finally, it was time to start and I went first. I tried to make sure I did not speak too quickly, but I stumbled once and actually made myself and everyone laugh at the end when I said it was a pleasure for them to be here instead of the reverse. Regardless, it was fine and later, after Pk gave a power point presentation, the questions from the press began. Ben, Pk and I all took turns at the questions and it seemed to go well. My general thrust was that with the U.S. at the point of having its credit rating lowered, it was necessary for us to be global and we are therefore in a much better position than most American companies. Our global position with a well functioning network allows us to take advantage of the movement of business across the world.

Then it was time to be interviewed by a reporter for a Chinese newspaper and that seemed to go fine. The big question was going to be how it would go before the analysts. These were the people who would judge us and decide by their recommendations how our stock will be received in the short-term. I got to give the closing comment and I finished with the statement that any business in the U.S. who was not in Asia was nuts. That summed up how I felt about commerce in general, so it was good I got it out. Their reaction seemed positive. By that time, I was getting very tired. We then moved to the original room for a board meeting and finally we got to grab a quick lunch before Hing brought Ben and I back to the hotel. The general consensus was that the day was a success and we were on our way, which was all very good news.

I changed my clothes, packed and went up to the lounge to check-out and to wait for the people from the fire extinguisher company. We were prepared to offer them a deal for a joint venture, but they said they had a deal pending in China. They would be willing to joint venture on a plant and work out a licensing deal for Southeast Asia, but not China. By this time, I was tired and grouchy and in no mood to hear what they wanted and was much more concerned about us. I told them we had to have China to ourselves and we would put a prototyping plant into our Thai facility and then a big one in China when the demand warranted it. They tried to work out solutions, but we held firm; China for us or nothing. They said they would get back to us. They left, and Ben and I went downstairs where I caught a taxi to this airport. So far, Air Asia seems like an efficient operation. I look forward to getting to Thailand, finishing the board meeting and getting some sleep.

It is hard to believe that our prospectus is launched and we are going public on my son Ben's birthday, May 18th. I am already trying to schedule sales calls for my next trip back here in about two weeks to

hit the gong to open the exchange and mark the public trading of our stock. Hing and We are due here in the next two hours. I have plenty to do until they arrive, but I bought some food and with my reserves I am in good shape.

4/29/11

8:22 PM Malaysia time, 8:22 AM DST

LCCT Airport, Kuala Lumpur

As you can see from my entry, we are still here. Actually, we were on the plane, but it developed some type of problem. After leaving us on a very hot plane for a while, they unloaded us and here we sit again. They are supposed to either fix the plane within the next 20 minutes or get a replacement. We put off the board meeting until tomorrow morning but I will not be there. I do need to get to Bangkok tonight, however, since I am leaving from there in the morning. It has been a great week so far and I will center on that.

4/30/11

10:55 AM Thai time, 4/29/11 10:55 PM DST

Bangkok Airport

We boarded the plane again and I would like to thank K.T. Hing, one of our directors, for insisting on giving me his aisle seat and taking my middle position. This time, the flight had air conditioning. Thailand is an hour earlier than Malaysia, but even with the time difference, I did not get to sleep before 1:30 AM and I got up at 4:00 AM, exercised and was ready for Suwaleerat from IJT for a 7:30 breakfast meeting. IJT has had some problems getting enough sales and we have all endeavored to help them. At breakfast, we spoke about how we can help and the potential role of IJT in both the fire extinguisher and anti-piracy plans. She then dropped me off at the airport and I got through immigration and security without a problem. I know from previous flights the danger of not having enough food, so I bought three chicken burgers and they are safely stored in one of my bags. I am getting really tired now and I am afraid of falling asleep here and missing my flight, so I will go to the gate. I heard from Ben, who told me our interview was published in the Star Newspaper today and there was various television and newspaper coverage from yesterday and today. I guess it is finally real that we are doing this. I will start getting excited when we actually go public. For now, I am on my way to the gate. It is wonderful to be going home.

4/30/11

12:03 PM Thai time, 12:03 AM DST

Bangkok Airport

Our plane is late, but I should be fine with the buffer I have built in from Taipei. I want to get on the plane; I am getting hungry and I don't

want to eat any of my supplies.

4/30/11

7:30 AM DST

In Flight Home

We have 13 hours and 56 minutes to get to Newark, which makes our estimated time of arrival about 9:30 PM, right on time. I proofread the May newsletter, wrote the supplemental edition announcing we are going public, which we will use variations of for all our other locations, and I will now keep editing the first quarter of this year. I will continue until I can't do it anymore or until they serve food and I get engrossed in something else. I am also hoping for some sleep. Home is sounding pretty good to me.

4/30/11

5:00 PM DST

In flight, close to Vancouver, Canada, 4.5 hours to go.

I started charging my computer so it would be ready for tomorrow. I plan to travel lightly since we will only be in St. Louis overnight. I found out that one of the days on my next trip to Malaysia is a national holiday, which is unfortunate since I probably cannot work. On the other hand, it will be Vinnie's first trip there and if we are forced to take a day and see some of the sights, that is not too terrible. Besides, he is a good traveling partner and we tend to have fun together.

I am about to dive into my stock of DVDs since there are not a lot of interesting options on the plane's movie system. No complaints though; this is a very nice flight. I wonder what has happened in the world since I left Thailand this morning. It all affects us now. It is another responsibility of mine to try to figure out what world events mean and how we can use them in the best ways possible.

5/2/11**10:35 AM Missouri time, 11:34 AM DST****St. Louis Airport**

I got home from the airport on Friday night to a wonderful reception from my wife and dog. It took me awhile to wind down and I got to sleep at about 1:30 AM. I got up yesterday at 7:30 AM, packed and we were at the airport by 9:30. The plane ride out was good and we got to see Alex's fashion show for Washington University last night. Actually, it was for all of the juniors and seniors. I know I am prejudiced, but I must say that Alex's collection was best overall and he had one dress that was simply amazing. Afterwards, Wendy and I took a few of his friends out to a very pleasant dinner.

I woke up to the news that Osama Bin Laden had been killed by U.S. Navy Seals and there were spontaneous celebrations breaking out across America. While I am glad he is dead, I am not happy about the world seeing the jubilant American reaction or about the immediate upgrade in alerts for all travelers outside the U.S. Sometimes we are a very stupid nation and these kinds of celebrations stir more hatred for us. Our arrogance shows through at the worst times, as it does now. Now we get to wait for the reactions from around the world, which I am sure will not be good. I also woke to a message from Ben that the fire extinguisher idea might already be in use in China. If so, it will downgrade the potential of the invention and we should therefore reduce the amount of money we want to invest with. I am very tired and I can feel the cumulative results of traveling, so I have to be careful how I react. I do not feel like flying again, but there is no choice. Nothing much seems like it is going right at the moment even though it is. It is strictly my mindset and I know it will change.

5/2/11**6:34 PM DST****Home, NJ**

What a great feeling to be home, at least for another 11 days. Our flight was early and we were back before 3:30 PM. Bailey was very happy we were back. I mostly unpacked and then went outside and pattered around with my flowers pulling up weeds. The trees and plants are blooming and the pollen count must be very high as my allergies became so bad it drove me back inside. I spoke to Al and Mike, who are both fine, and then to Brett and Jack. Brett is really busy with new stuff for Irving Oil but still has a lot to do with the cannon design. We need to have a schedule so we can keep track of everything

and hold everyone accountable. That needs to start tomorrow in writing.

5/4/11

4:25 PM DST

My office, NJ

Yesterday was a blur. I played tennis in the morning and it was great to be back. I was wonderfully sore the rest of the day. There was a lot to catch up on and I made great progress. I got word from our people in Asia that our stock is over subscribed, which means more people want to buy stock than is available.

5/5/11

4:40 PM DST

My office, NJ

I do not know how I am supposed to feel. On the one hand, things are fantastic with going public, new potential and having a great time in business and life in general. On the other hand, both my parents-in-law are in bad health and my wife and her siblings are having a very hard time with it both emotionally and commuting to and from Florida. I feel very strange about not being more sad, even though I love my in-laws. I feel guilty about my father-in-law since he is in the hospital. They do not want me to contact him and he is going into a temporary home that may be permanent. Again, I know he will feel horrible about it, but he often doesn't know what is going on. As I said, I am torn.

5/6/11

4:25 PM DST

My office, NJ

I have been preparing for my next trip. In addition to writing a welcoming speech for the party, I sent invitations to various groups and I hope we are well attended. As per Ben, I even asked the U.S. Ambassador to Malaysia, but I am not holding my breath on that one. Business here in the U.S. is continuing to slow down.

I spoke with Cliff this morning about Bunny. It is his view, and he has personal cancer treatment experience, that this is going to be a lot rougher on her than everyone thinks and we need to make preparations in case both she and Jeff are incapacitated over time. It is a tricky issue to get the necessary paperwork ready before she starts treatment, but we both feel it needs to be done. I picked up Bailey from the groomer yesterday. Wendy had a 24-hour bout of stomach flu but she is better today. I decided to take Bailey on a fun, short trip to the plant store. I picked out enough flowers to do the entire front and back with top soil, which should already be delivered at my house when I get home. Since Wendy is going to be gone from Sunday until Thursday, I should have plenty of time to plant everything. Of course, I say I bought enough now, but once

I get going it is hard to stop the urge to buy more flowers. It is a safe weakness and I love the results, so it is not too troubling. I continue to go through our database checking older contacts and trying to keep track of people. They normally leave their jobs every few years and can be a rich source of new business if you can figure out where they went. Tracking them down is the tough part, but it is also fun. None of my people really know what I do anymore regarding marketing and this process. While extremely important, my progress is invisible except when random people call in with new potential business. Our people wonder how it happens and I smile because it is often the result of a lot of work on my part that is easily overlooked. Finding new customers is based on percentages. If you don't hunt and search, then you won't find them. The unemployment rate went from 8.8 to 9.0. Some say it is good and some say bad. I don't know.

5/7/11

6:25 PM DST Sunday

Home, NJ

Yesterday morning I went biking. The weather was perfect, beautiful and mild with low humidity. Afterwards, Wendy and I took my mom to lunch for Mother's Day, which is actually today. It was very pleasant. We went home and I spent the rest of the afternoon planting. The weather was fantastic again this morning and I played tennis early with my wonderful brother. I took Wendy to the airport for her flight to Florida and spent the rest of the morning and early afternoon planting more. Uncle Dave came over about 1:30 as I was finishing and after his visit I went to Rachel and Jeff's to meet their new son, and my grand nephew, Jacob. From there, it was back home for dinner and now I am waiting for a call from Wendy so I can see how her day went and say goodnight. It is very quiet here without her, even with Bailey. I hope her week isn't too tough, both for her and Bunny's sake.

5/9/11

4:15 PM DST

My office, NJ

Tennis was invigorating this morning, which means I was beaten again, but had a good time. My partner complained to one of the owners that the portable showers were not being cleaned frequently enough. Of course, he is right, but I abandoned them many months ago in favor of showering at home. Several months ago, a tractor trailer truck had not set its breaks and backed into the building rendering the locker room areas unusable. Unfortunately, they have not been repaired through various delays, though there is some hope that they will be working again on the one year anniversary of the accident in September.

I spent the day working on new projects and the speeches for next

week. I sent out an email to many of the defense companies I have been trying to sell our composite to asking if they wanted to help on the anti-piracy project. Often it is easier to start doing business by buying instead of selling; we will see if it works here. I have to stop off at the supermarket to get dinner before going home. I went home for lunch to let Bailey outside, but he has been inside most of the day and will not want me to leave again. I am looking forward to going home and watering the plants in the backyard. They are already bringing me great pleasure.

5/10/11

4:18 PM DST

Home, NJ

Bailey and I have fallen into our normal pattern when Wendy is away. Neither of us like it, but it can't be helped. I spoke to her yesterday while Bunny was getting prepped for chemotherapy. It is already a horrible process and the treatments have not even begun yet.

5/11/11

4:21 PM DST

My office, NJ

Our stock has been over-subscribed by more than 300 times, which is pretty amazing, but it makes me worry about what may happen when we have a bad quarter. In the meantime, I will try to enjoy the ride.

5/12/11

4:05 PM DST

My office, NJ

Mike was nice enough to program Bunny's new iPad and I will take it over to Barb's house soon. She will take it down to a friend on Sunday. I heard from Wendy. More medical stuff is going on and it is a tough situation. She can't wait to come home, but her flight is not until Sunday. Tomorrow morning after tennis, I will take Bailey to the kennel and Wendy will get him on Monday.

We are releasing the first quarter results for IJM next week and they are not great, which means we have to explain why. I am hoping we can partially disclose about our potential new projects but I am not sure if I will be allowed to do it. It is frustrating not being able to speak freely regarding disclosure laws, but I will learn.

5/13/11

3:02 PM DST

Queens, NY

JFK Airport, Korean/Turkish Airlines Lounge

Last night was spent getting ready for today. I got a call from Wendy from the emergency room of the hospital. Bunny's nurse thought her

blood pressure was too high, so Wendy took her to be checked. I got a second call about 9:30 PM that she did not know how long they would be there and I am getting increasingly worried about Bunny. She is thin to begin with and she won't be able to eat much even with a feeding tube. Wendy told me this morning that they were at the emergency room for about five hours and then were able to go home. Today, Wendy and Bunny were at a different set of doctors for the start of chemotherapy, which was still going on as of early this afternoon. Jeff will be transferred to a rehabilitation facility until his elbow infection clears up and then he will go to a nursing home, either temporarily or permanently. Depending on both of their health, we may have to insist they come up to New Jersey so we can all have a much easier and more efficient time taking care of them. I understand their desire for independence, but this is going to greatly impact a lot more than just the two of them.

I took Bailey to the kennel, which was very sad even though I know he is in good hands. Then it was to the office and back home to water my plants and get ready to leave. Mike the driver got me here in plenty of time. We are supposed to board in about 45 minutes, so I will leave for the gate soon.

5/14/11

2:15 AM Turkish time, 5/13/11 7:15 PM DST

In flight

We were delayed about 30 minutes taking off, but it doesn't make any difference since I have a long layover. I think my headache was from hunger and the good food on board has done a wonderful job in making me feel better.

One of the things that has been hammered home especially lately is to always try to live in the present, expect nothing and enjoy the journey. Like with Bunny and Jeff, things can change very quickly, so live for now. We have about 7 hours to go. I will do some more editing and then try to get some sleep.

5/14/11

4:34 AM Turkish time, 5/13/11 9:34 PM DST

In flight

We are flying over water.

I am thinking about IJE. They will need to adopt the same accounting and legal procedures as IJ US, which means they will be brought in-house as much as possible with everything documented. We will start with the accounting and legal areas. Once those are under control, we will migrate them to purchasing and then to the company overall. As soon as we get back, Mike will work extensively with the IJE team as to what needs to be done and the systems installed. Mike will go there again in June if necessary.

5/14/11

10:22 AM Turkey time, 3:22 AM DST

Millennium Lounge, Istanbul Airport

One of the reasons I do not have eye strain right now is I was never able to figure out how to turn the language indicator on the plane from Turkish to English to watch movies. I guess I did not care that much until the end when I asked an attendant for help. Regardless, it was a wonderful flight; I got some sleep and feel rested. Back at JFK, I was chatting with a woman in line who owned a charter tour boat here in Turkey and was visiting here for the boat show. Before we deplaned, we exchanged business cards. She said her partner was trustworthy and since we need good contacts in Turkey, especially if we are going to build a distribution center here, I am interested in meeting him. You never know what can happen and I meet a lot of good people by simply standing in lines or sitting next to them. These chance encounters in life are what counts so much and make life very interesting. My next flight is at 2:00 PM. I am glad I checked my ticket because I thought it was at 4:00. That means that I have about three hours, so I will probably edit for a while and then take a walk. The email on my cell phone has still not dropped, but I know I must have gotten some mail since last night. I will keep checking.

5/14/11

10:47 AM Turkish time, 3:47 AM DST

Istanbul Airport

When I got off the last plane, I went to the transit desk and a nice young man issued me a new ticket. Ten minutes ago, he came to me in the lounge and told me he issued me the wrong ticket, asked for my passport and said he would be back in ten minutes. I must admit, I was a little concerned since he had my passport and it would have been very difficult for me if he had not come back, but he did and everything is fine. I tend to trust people. It usually works out okay.

5/14/11

10:16 PM Malaysian time, 10:16 AM DST

In flight, 6:43 to go

Altitude: 11277 meters, ground speed: 2659 km/hour

Approaching Dubai

Our flight took off on time and appears to be a bit early. Since I have no connection, it doesn't matter if we are late. There is a dinner meeting with Pk tonight and I have been trying to work out what to say to our underwriters, the press and the analysts regarding our first quarter results.

5/15/11

8:49 PM Malaysia time, 8:48 AM DST

Intercontinental Hotel, Kuala Lumpur

We landed early and I got to the hotel before 7:00 AM. My room was waiting for me and I decided to eat breakfast before exercising, figuring it was my only chance to actually get through my work out because I was already tired. Fortified after my meal, I did my band workout and managed to walk for 30 minutes outside around the pool area. It was pleasant and not too hot. By that time, jet lag had set in, so I showered and took a long nap. After that it was back to the gym to finish walking and have a quick swim. Then I sat a little while by the pool watching a thunderstorm approach, which was an awesome sight. At that point I took another nap. I went downstairs to set up my ride to a potential client's place tomorrow and then met Pk, his wife and Jossie for dinner. We had a very pleasant time. Pk and I spoke a little about tomorrow's television interview. He said to do it the same way as we did the media interviews for the prospectus release. Ben won't be there.

I spoke to Wendy twice today. Barbara is going to Florida tomorrow so she, Wendy and Bunny will all be together for one night. I hope they can have some fun.

I have been reading the newspapers here. It seems that the Pakistan head of security is being pushed by the U.S. to give up more information on terrorists. He just wants to disclose enough to still get U.S. aid but doesn't want to be pushed any further. He still has to get through an inquiry as to why his group did not know that Osama Bin Laden had been hiding in plain sight for years on their soil. It could be the U.S. is positioning to leave the area. If so, the power vacuum that is created may not be as bad as many people think, which is that it would be an immediate capitulation to the Taliban, Al Qaida and radical Islam. Maybe it would be the best thing for everyone if we stopped interfering with other countries and had policies more similar to those of China and Russia.

5/16/11

11:02 AM Malaysian time, 5/15/11 11:02 PM DST

Intercontinental Hotel, Kuala Lumpur

I got up after 9 wonderful hours of sleep and was downstairs in the gym by 6:30 AM. I had asked that the gym be opened early so I could get in and I figured I would be alone. There must be some type of meeting here because the gym was full of people that seemed to be Americans and my hopes of peace and solitude were shattered. No matter; I worked out quickly, because I got a message from Cliff to call him and he does not do that unless it is important. He told me he had checked with one of his friends and he feared that Bunny's condition was worse than we thought, so some action might be needed. This led to a discussion about what to do with Jeff, something I had thankfully already decided with

Wendy. I told him I would be responsible for getting Jeff up here and would start researching possible facilities for him. It is good that he and I are in agreement.

I then went out to the pool area and walked for an hour. It felt good to be outside. After breakfast, it was off to the lounge where I had an interview with the newspaper *Malaysian Reserve* with Pk, one of our PR people. They all made sure I did not say anything I should not and the interview seemed to go well. I got word from Ben that he will be here tonight about 6:00 with his wife Jasmin. I invited Pk over to our house in New Jersey when he visits at the end of the month. It has turned into a party and suddenly I realized I never checked with Wendy, so I just emailed her. Unfortunately, I don't think she will be in town, as she has to go back to Florida after we get back from St. Louis. No worries though, I will have it catered and I have already asked Kayla to help me host if she is going to be home. Things are not going to be back to the way they were for months. We need to keep going and do what is needed. I feel badly for Wendy. She is missing out on a lot of fun stuff.

5/16/11

6:11 PM Malaysian time, 6:11 AM DST

Intercontinental Hotel, Kuala Lumpur

The bad news is that my stomach has gone nuts on me, which seems to be happening a lot when I travel. Once again, it feels like someone is kicking me in the stomach and it is not a pleasant feeling. I tried to get to a meeting but there was a very large thunderstorm which slowed us down to such an extent that I finally gave up and did a phone meeting instead. At that point, we turned around and came back here to the hotel where I have taken a bunch of medicine, which I brought for the possibility of stomach problems. I am hoping they start to work before we go to the dinner hosted by our underwriters. There is no question I have to go. I don't plan on eating much and will most likely sleep late tomorrow in an attempt to get better fast. All I want to do now is sleep, but that is not going to happen for awhile. In the meantime, things are going well business-wise so I am happy.

5/17/11

8:41 AM Malaysian time, 5/16/11 8:41 PM DST

Intercontinental Hotel Lounge, Kuala Lumpur

Last night's dinner with our underwriters was very pleasant, but my stomach was in rebellion. I was extremely happy just to be able to focus enough for everyone to have a good time. I figured I would be in for a great night's sleep, but that was not to be and I was up most of the night. Finally about 4:00 AM, I called my herbalist/therapist Nancy, who gave me some good advice and I am following it, but my stomach still feels like I am being kicked repeatedly.

Vinnie got in last night and Ben was nice enough to offer to show him around KL for a few hours since I was in no shape to leave the building. I came up here for some tea and Ben passed by a few minutes ago with his father. It was the first time I had met him. His dad seems to be very proud of him. I have a meeting now - I hope I make it.

5/18/11

10:30 AM Malaysian time, 5/17/11 10:30 PM DST

Intercontinental Hotel, Kuala Lumpur

I started feeling a bit better yesterday afternoon and was able to keep the meetings I was scheduled for, including the interview for a new accountant for IJM here in Malaysia and an appointment regarding the anti-piracy and fire suppression projects.

We then had a dinner for all of the IJ people here, which was very nice, but I was drained by the time it ended. I went back to the hotel and slept until about 4:05 this morning. I got up, packed and went for a walk.

After that, it was over to the Bursa Exchange to prepare for going public. I was not that nervous, since I still did not believe it was actually happening. After a small gathering with some of the exchange executives, the ceremony began. I gave my speech after the head of the exchange gave hers, we exchanged gifts and then Ben and I hit the gong three times. The choice was three or eight, which are both good luck numbers in the Chinese culture. I chose three in honor of Kayla, who has a link to the number. Our preliminary stock price began coming up about 10 minutes to 9:00 AM and was fluctuating between .44 and 1.06 ringgit, which was a very good premium over our initial .28 price. It was a very fun, exhilarating time and all of our people enjoyed themselves a lot. It was an event I will never forget.

Afterwards, we came back here to the hotel. Ben and I have a sales discussion, a 2:30 meeting at the Securities Commission and then we head to the banquet tonight. For now, I will work out again and get ready for this afternoon. It has been a very fun time.

5/18/11

11:39 PM Malaysian time, 11:39 AM DST

Kuala Lumpur Airport

The meeting at the Securities Commission with our board members and Ben was very informative. We were given an overview of what we can and can not do as a company and the potential civil and criminal penalties. As always whenever anyone mentions prison, we were all paying close attention. We all want to do things properly, so I am confident we will be fine.

Then it was back to the hotel for a nap. I checked out and went down to the second floor where the banquet was being held. I had no idea what was going to happen there, but when we walked in, it reminded me of

the way a Bar Mitzvah is set up here in the United States. That is the celebration when a Jewish child reaches 13 years of age and there is a ceremony demonstrating years of study, often followed by a fun party. The room was beautifully decorated in an Asian motif and filled with tables. It was all very festive looking. I practiced my speech, especially the additional Malaysian names Pk had given me, and felt prepared. As people came in, it was great fun to recognize old friends and meet new people, including a lot of spouses.

I was seated with some of our auditors and underwriters. I gave my speech early so that it would be off my mind. The food was excellent; I even tried some new dishes. We all had a really good time. There was a string quartet and a dance troupe for entertainment. At one point, the Master of Ceremonies came over to me and said it would be good to give a toast. I conferred with Ben and he, Pk and I then went from table to table and toasted our guests and our teams.

We finished up around 10:00 PM and as Vinnie helped me with my luggage outside, he mentioned how surreal the experience was and I agreed with him. I had mentioned him and Al in my speech and he told me this was one of the most memorable days of his life, which made me feel really good. He leaves for home tomorrow. It has been an amazing and unforgettable day, I had actually fulfilled one of my life dreams, and now the new focus is getting to Missouri for Alex's graduation. When I got to the airport, I was told I that I could not get my luggage checked through to the U.S., which means I will have to go out through immigration and passport control in Shanghai, get my boarding pass, re-check my suitcase and come back through. I should have time and will try not to worry about it. If I did not currently have a Chinese Visa, I could be in big trouble.

I was having trouble connecting to the cloud network, so I called Mike and he helped me. He is very good to have around. At that point, it was time to move to the gate area and I am now waiting to get through the gate security. I am looking forward to being in the air and relaxing for awhile.

5/19/11

8:07 AM China time, 5/18/11 DST

Shanghai Airport

The Malaysia Air flight from Kuala Lumpur was on time and, as usual, very pleasant. My concerns about going back out to the airport, getting my suitcase and getting back through immigration and passport control turned out to be groundless and I am at my next gate, ready to go in less than two hours. I have started eating again, but I still do not feel normal yet. The good news is that as soon as I do, I get a bunch of free calories before I have to start watching them again.

As Al reminded me, I need to keep living in the moment since I will not have many weeks like this in my life. I am having an amazing adventure and the memories are already starting to come back. I was sitting next to a man during the banquet and I mentioned that the celebration was a lot like a Bar Mitzvah. I had to explain to him what that was and he looked at me with astonishment, as I was the first Jewish person he had ever met. In fact, as we spoke to others at the table, I was apparently a rarity since Malaysia and Israel do not get along and they can't travel to each other's countries. I said I thought I wasn't allowed into certain Arab countries, so I understood the restriction, but thought it was ridiculous. Then I told them my story about the Iranian pilot I had met and how if we all just treated each other as people and left politics out, it would be a much better world. They all agreed. I felt a lot of responsibility since I was representing my entire faith and I hoped I was putting out a good aura since I could be the only Jew they ever meet. In fact, I read in the paper yesterday that the Malaysian government was talking about running the Israeli blockade into Gaza and the government was totally in favor of it. Being Jewish and an American can have either positive or negative connotations in various parts of the world and I try to remain mindful of this. There are times when people do not know what to make of me. As Hing said, Asians tend to comment from behind without being direct and my frontal encounters can have a positive or negative polarizing affect. The good news is that my people here can use me as a weapon to break through quickly on crucial issues, since I supposedly don't know the rules (even though I do). Then they can apologize for me, but the issue has still been put out in the open and this saves everyone a lot of time.

Speaking of the Malaysian government, their Prime Minister was in New York on the NY Stock Exchange trying to promote U.S. companies to come and list on the Malaysian Exchange. I am glad he thinks it is a good idea since we just did it.

Our stock ended up at about .43 ringgit, which is about 50 percent over the expected start; a very good beginning. I will begin editing the log for this trip. I believe this flight is about 14 hours.

5/19/11

8:12 AM DST

Altitude: 37000 feet, 3:46 hours to go

Going over British Columbia

So far, this is a great flight and we are even due to land a little early. I calculate I will have gotten about five hours of sleep by the time we arrive. I am looking forward to being back in the U.S., getting through customs and immigration and getting onto my next flight. I will try to shave before I get to St. Louis. I always worry about doing it in a moving plane, but I may risk it anyway.

5/19/11

2:10 PM DST

Detroit Airport

We landed on schedule. I caught up with the office and things seem well. As I should have expected with the sleep deprivation, my patience is in short supply, so I will only contact people when it is necessary. I spoke with Wendy and she, Ben and Kay just arrived in St. Louis.

5/20/11

4:40 PM Missouri time, 5:40 PM DST

Crown Plaza Hotel, St. Louis

I got into St. Louis yesterday about 30 minutes late and ran to catch a taxi after retrieving my suitcase. My driver was a very pleasant man from Ethiopia. I spoke to Wendy after we got on the road, who rerouted me from the hotel directly to the restaurant. After a lot of work between the driver and I, we got directions and I was amazed and proud of the fact that after that whole journey I had managed to get there with a few minutes to spare.

It was wonderful to see Wendy and the kids for dinner. The last time we were all together like this had been in December. From there, it was off to the first graduation ceremony, which was as boring as I had anticipated, but it was great seeing Alex get his first degree.

After getting back to the hotel, it still took me close to two hours to unwind enough to get to sleep. After five hours of sleep, one alarm was apparently not enough to rouse me and I seemed to somehow have lost 30 minutes, so I did not have enough time to do my band workout in total. Regardless, we drove to the main graduation ceremony site and stopped for breakfast. My stomach was still not great and my breakfast was fighting me, but we moved to the big quadrangle area and took our seats outside.

As it turned out, it was a beautiful morning and very pleasant to be outdoors. The ceremony, while long and tiresome, gave the four of us more time to be together and there were places to get up and walk around, which also helped me through the lengthy process. After it was done, Alex confirmed he did not want to go to the next ceremony, so we all went to lunch at his favorite pizza place and then split up. Everyone went to relax and I worked out in between talking to the office and sending a picture of Alex, Wendy and I to people, showing he graduated. Good wishes came back from all over the world.

There have been more issues with IJE. Mike needs to get there soon, within the next two weeks, to straighten out some paperwork and accounting issues.

The gym here is very good and only had one other person in it so my time on the elliptical was pleasant. I was watching the end of a John Wayne movie called "Red River." It is a western, but is really about a

generational change in a family business, a subject in which I have a lot of experience.

My wonderful brother emailed me earlier making sure I would be home Sunday to play. I am looking forward to getting back into tennis and maybe also biking. However, I have not had enough sleep in more than a week and that may mean taking it a little easier.

5/20/11

12:34 PM Central time, 5/20/11 1:34 AM DST

Crown Plaza Hotel, St. Louis, Missouri

The dinner tonight consisted of six groups of Alex's friends and their families. It was a very good time and it gave us all a chance to get to know each other. Afterward, we dropped Kay and Ben at Alex's apartment so they could have fun for awhile. Wendy and I came back here and I hope to be asleep soon. I am very much looking forward to being home tomorrow.

5/21/11

2:19 PM DST

In flight

I got up at 7:00 AM and exercised in the hotel gym. After breakfast, Wendy and I checked out and Kayla and Ben were down in the lobby at the appointed time. We got the car back to the rental facility and were at the gate with plenty of time to spare. So far, we are on time to land. It is a crowded flight and Wendy had to check her suitcase, so we will be delayed on the other side, but should still have time to get home, feed Bailey and then go to the party for Jacob at Uncle Ira's house.

5/22/11

5:18 PM DST

Home, NJ

Home; what a wonderful thing. It is truly great to be here. The party at my brother's was fun, but we only stayed about an hour. We came back and I mostly unpacked. I could not get to sleep until after midnight, but still got about 7 much needed hours of rest.

It felt really good to be back on the tennis court and to go biking. Elana came over during lunch and then I went to see my parents. They were interested in hearing about our going Public. I have prepared for tomorrow as much as I can and have had enough for the day. I will probably relax for the remainder of the evening.

5/24/11

4:40 PM DST

My office, NJ

Brett and Jack are in and a lot of the crew is working on the cannon. We have rapid fire capability, but it's just not fast enough yet. Wendy

is in Florida, Bailey is waiting at home for me and Kayla is visiting her friend in Philadelphia. We sent a big chunk of money to the bank to repay a hefty part of our credit line, which always feels very good, but we are still in debt.

5/25/11

2:45 PM DST

My office, NJ

We just had the first successful attempt at rapid fire on the cannon. It worked! I had the idea to utilize the cannon to replant hills and mountain areas that were prone to mud slides. We can put seeds, fertilizer and dirt in cylinders and fire them from as far as 500 yards away. It could be perfect for places that are difficult to get to and where there is not an abundant supply of water nearby, which is needed in current spray techniques. It took a while, but we have the system to deliver the spheres, so all we have to do now is sell it.

5/26/11

5:21 PM DST

My office, NJ

We have expanded our idea for reseeding areas that have a high risk of mudslides and brought it back to reseeding environmentally fragile areas. Eric will make renderings next week and I have already started contacting people, including some with the EPA, for help in figuring out how to market this. It will be fun to be back in the environmental arena again; I missed it since Performance Track closed. We have joined a new environmental advocacy group called Stewardship Action Committee, which has taken on some former PTrack members, and Vinnie will be our point man. I have asked him to liaison with wildlife groups to see if we can coordinate the use of our cannon for rebuilding habitat areas. We got the pictures back from the IPO events last week and they turned out great.

I got a call yesterday that Alex lost his wallet on the way home from college, but he just got it back. Today, I found out that the EZ Pass he used to have in his car was stolen when it was broken into a few months ago. I was upset, but checked the account and found there did not seem to be any use on it, so I cancelled it. He should be in Pittsburgh tonight on his way back from college and will be home tomorrow. He is not a boring young man.

5/27/11

3:35 PM DST

My office, NJ

It is the day before the Memorial Holiday weekend and I spent it working on sales. I miss my wife.

5/28/11

7:47 PM DST

Home, NJ

My family is beginning to feel the cumulative affects of my mother-in-law's illness. Having Wendy down in Florida frequently for a week at a time is putting a lot of pressure on all of us. I thrive on routine and structure, as does my wife, and though I know she has no choice but to go, it is causing difficulties. After a day of being at the two different care facilities to see her mom and dad and doing a load of laundry, she is now eating dinner alone. I have Kayla and Alex here, but it is not a holiday for any of us. She is due home on Tuesday and will leave again about 10 days later.

I rode with Uncle Dave today for the first time in months. It was beautifully hot and sunny and we had a nice time. Kayla and I had lunch afterwards and then I got a haircut and went food shopping. As I said, no fantastic holiday plans.

5/29/11

3:22 PM DST

Home, NJ

I am having iPad file problems and my guess is that they are my fault. Regardless, Mike was nice enough to send me the files and I am working from my MacBook. I still like the keyboard better on this but the iPad is more convenient. I went to play tennis with my wonderful brother this morning and when I turned to get ready to leave the house, I felt a searing pain through my Achilles tendon. Not willing to give up, I went to play anyway and then my right forearm started to give me problems. Both my brother and I were not up to par and we stopped before the normal time. I decided to go home and bike instead.

I am fortunate that bike riding uses a totally different set of body parts, so it was a virtually painless journey. When I got home, I decided it was time to clean off the porch, so I moved Alex's stuff from college into the basement. Then I washed the area down to try to get rid of some of the plant pollen that had created a light dust over everything. I put the rug over our fence and attempted to get the dust out by hitting it with Kayla's old softball bat. I am not sure how successful I was, but it must have been a comical sight.

I had emailed Don Argintar, who is a pilot, to see if he could bring Bunny and Jeff up from Florida if we decided to move them here. Unfortunately, he couldn't, but he said he could connect me with people who could, which put my mind at ease. I also emailed our friend Paula Green, who is a critical care nurse. Her husband Doug is an amazing doctor and they are both very well connected in the medical community. I was checking to see if we could get Bunny into a rehab facility up here where she could stay for her next set of treatments. It is a lot of groundwork, but I am happy to do it, especially if it works out well. I spoke to Bunny and

Wendy earlier. They were playing Scrabble and Bunny agreed that I could start the preparations in case she did decide to move up here. I am already working on a place for Jeffrey. It is amazing how quickly things change. Two months ago, Bunny was seemingly healthy and everything was fine.

5/29/11

5:43 PM DST

Home, NJ

This has been far from being a relaxing weekend, but a lot is getting accomplished. I am waiting for Alex and Kayla to come home for dinner and afterward I plan to do as little as possible. Tomorrow I play one of my toughest tennis opponents, so I hope my right forearm and ankle are okay to give a 100% effort.

5/31/11

4:30 PM DST

My office, NJ

The weekend is over, most things ended well, but it took some battles and I am happy to be back in my own work routine. Wendy is due back tonight and it will be wonderful to have her home. The month ended with mediocre sales here in the U.S., but IJT is starting to make some headway and our other locations are good. The pressure continues to increase worldwide. The stock market here in the U.S. continues to rise, though I have no idea why. My gut keeps telling me to get out of debt as quickly as possible. My right ankle is better, my right forearm is sore and I am taking Advil. I will not stop playing unless it gets much worse. I am pushing both the military and commercial aspects of the cannon system. I have almost lost faith in the armor; no one wants it. I am getting near the end of supporting the effort.

6/1/11**4:27 PM DST****My office, NJ**

Pk from IJM was in the office yesterday and will also be there today. He has been going through various accounting areas with Mike and today they met with our accountant. I took him to a local diner and he had his first Turkey Burger, which he seemed to have enjoyed. I have spent most of the day doing marketing and sales. It is pretty dry stuff, but always needs to be done. The stock market went down about 279 points today. I don't see how it has stayed up this high this long. I also don't know if we are in for a long correction. I will focus on what I can do.

6/2/11**9:43 AM DST****My office, NJ**

Having people over to your house is always a risky proposition. Besides the fact that it is intensely personal for them to experience where and how you live. It is a window to a side of you that people in business rarely see. In this case, it all started when Pk said he was coming over here. We had spoken about bicycling together in Malaysia and I said I would show him my bikes and have him over for dinner. Somehow, that grew to Pk and his lovely wife Kt, who I had already met and liked, and two other Malaysian families. One lived in southern New Jersey and the other is a minister. Their eldest son just graduated from Princeton and their daughter also goes there, though she did not come with them.

Suddenly we had 10 people coming over and Wendy had just gotten back from helping to take care of her mom and dad in Florida. I took the lead and ordered food in. With the incredible help of my wife, Alex and Kay, who got more food and drinks, the party itself began about 6:00 PM. One initial problem was that our house was air conditioned and Malaysians are generally used to high heat and humidity, so I was sitting on our porch outside with Pk, the Malaysian minister and his son because they did not like the cold air. This caused a little bit of a problem, since everyone else was inside and I was not able to help the mingling get started easily. Eventually it worked itself out and everyone got along well. I then shared our anti-piracy project to the minister and PK

After that discussion, we rejoined everyone else for a wonderful dinner, spirited conversation and general bonding. It was a lot of fun mixing cultures and talking about experiences

of business, travel and, to a large degree, the game of mahjong. You never know what will bring people together.

After the cleanup, I got to sleep about 10:30 PM and got up at 3:30 AM for a sales conference call with IJT and my partner Ben. Then it was off to tennis where one of my partners was beating me unmercifully, so I changed my tactics and made him do a lot of running. It was much more of a contest, although I still lost. Sometimes a tactical change is the only way to go. I am already feeling the effects of last night and this morning, but the Turkey bologna sandwich I just ate seems to be giving me some energy. I am ready to go again.

6/3/11

3:05 PM DST

My office, NJ

I had lunch with my friend John Rudder, who cautioned that I should not go too far afield with new product lines at the risk of not paying enough attention to where we make our money. It was sound advice that I have already internalized, but it is always good to be reminded. In that regard, I am tracing old customers through Linked In. Many have moved and it gives me a great chance to find new customers.

6/4/11

1:54 PM DST

Home, NJ

I am out on our porch sharing the lounge chair with Bailey. It is a cloudy day and just below 70°F. I slept well last night and went biking this morning. While I was riding, I was thinking about the role that heredity and environment play in our development. How much are you born with, to what degree does it dictate your actions and where exactly does free will, your ability to choose, come into the equation? As I have previously mentioned, I believe that heredity, or your individual gene pool, represents a major portion of who you are. I think it is more like 90 percent of who you are and that the other 10 percent is free will. The more you can access your DNA treasure chest, the better decisions you can make to help you pick your destiny. If that were true, then it would answer so much about why we are like we are. In my case, for instance, my relationships, the types of business I am working in and going toward, my ability to maneuver, plan and execute, are all a culmination of the abilities, experiences and energies of the people who passed before me.

While it would not be true for my dad to say he is directly responsible for every good thing my siblings and I do, what if he was placed here as the next step to get us into position? I should be more thankful to those who have come before me, many of whom I will never know.

6/5/11

3:58 PM DST

The porch of our house, NJ

It was great fun playing tennis with my brother this morning in the cool, dry air. Afterward, I went biking past the building I have been stalking for ten years and realized that we could always rent if the owner would not sell. In the end, it might be the best alternative. I will get serious in another 8 months.

After lunch, I got two phone calls from my son Ben. He is thinking about starting his own business. He wants to have the freedom of control over his time and the chance to expand into new areas. I think it is a wonderful idea and pledged our support. While that was going on, Wendy went to see another potential care facility for Bunny and ended up seeing two. The date for bringing up both Jeff and Bunny is now set for the 16th of this month, which does not give us a lot of time to get ready. Our incredible friend Paula is coming with us, as is Mike the driver, so we should have plenty of expertise and muscle to get the job done. Don Argintar, a pilot himself, is helping with the private plane arrangement. I am waiting for the details tomorrow.

Then it was off to see my parents, who are doing pretty well. We had a nice conversation, ranging from health to politics to the world economic situation.

6/6/11

10:45 AM DST

My office, NJ

The meeting is over with our people and we determined that the system I devised for the anti-piracy project will not work. It is not practical to have boats involved, so we have to change it again.

6/7/11

3:35 AM DST

My office, NJ

I ordered a passage on my first private jet today. Actually, it is not 100% confirmed, but they have my mother-in-law's credit card information and it is set for next week. We are planning to have two teams, one to get Bunny and one to get Jeffrey. Once we get them in Florida and fly back up to New Jersey, there will be two cars meeting us at the airport to get them to their new temporary homes. I am concerned about how Jeffrey will react, but I am hopeful that seeing me, Mike, who he likes, and Paula Green, our friend who is a nurse (and is also gorgeous, which Jeff will like), will help smooth the ride. The rest of the day was spent selling all areas.

Congressman Anthony Weiner admitted here in the U.S. that he had lied about sending risque pictures of himself to women over the Internet.

He is also married. The fact that he lied might cost him his career, but if he had told the truth from the start, he probably would have been okay.

6/8/11

3:00 PM DST

My office, NJ

My right forearm is still bothering me, so I played indoor tennis today almost completely left handed. It is easy to fall into the trap of thinking you have improved when someone is feeding you tennis balls in the same spot at the same speed, but I do think I am getting better. I got the dates for the director's school, part of the requirements for membership on a Board of Directors for a public company in Malaysia, which means I will be in KL at the end of July.

6/9/11

3:50 PM DST

My office, NJ

There is a heat wave in progress here. I played outside this morning at 6:45 and it was already about 80°F. Now it is about 100°F. Alex is going into Manhattan tonight, Kayla has school and Wendy is now back in Florida until we all come back next Thursday. It has been another day of attacking our database. We have been checking our overhead looking where to cut. Although things are fine, I am worried about the overall economy and we may make some changes. I am pushing our potential Malaysian "Straits" partner for a quick decision about whether to proceed or not.

6/10/11

3:20 PM DST

My office, NJ

Our crew in Asia is feeling the letdown affects of going public. The effort was so huge that there is a temporary gap now that we have succeeded. We need a big win in order to fill the sails again and race forward.

Alex got his portfolio printed out. He is now ready to go after internships and apply to more graduate schools, if he does not get into the first one he applied to. Kayla is busily studying for a physics test tonight. The pressure is small, as she just has to pass, and I predict she will get at least a "B." My trip to Asia for the end of July is set. I start off in Thailand to check on IJT and possible acquisitions and then to KL for the director's school. The pressure is on and it will only continue to intensify, so I had better get used to handling it. I may need to find a different way to deal with it other than exercise, since I am about at my limit as to how much I can do with beneficial effects.

6/11/11

6:12 PM DST

Home, NJ

I worked out with Elana this morning. She is a tough taskmaster and I find joy in her compliments on how well I am doing. She also made me two types of corn muffins; what a fantastic woman she is. Afterwards, I went home, got on the treadmill for 30 minutes and then went on a short bicycle ride. I did not want to leave Bailey alone too long. Having Wendy back in Florida and the kids home is causing some confusion for him and I want to try to make it as easy as possible. Both Kayla and Alex were out last night and won't be back until tomorrow. It is a bit lonely, but I am comforted that as of Thursday Wendy and her parents will all be local, at least for awhile, and life can go back to somewhat normal. I have some Michael Gettel music playing while I am editing. He is one of my favorites.

6/12/11

3:41 PM DST

Home, NJ

It has been a quiet day so far. I biked, thought a lot about numerous subjects. Kayla is due home for dinner and then she is going to her cousin Jessica's for a Tony Awards party. Nikki James, a good friend of Jessica's, is nominated for her role in the Broadway musical "Book of Mormon" and great excitement is building. Alex is due home sometime tonight.

6/13/11

4:40 PM DST

My office, NJ

I am still sore from working out with Elana on Saturday, but it did not stop me from playing tennis this morning and losing as usual. It was another day of marketing and sales calls.

6/14/11

4:35 PM DST

Our seats are confirmed for tomorrow's flights. We will all go down commercially and take a private jet back. I am going to pick up food for the trip down. All of the cars, trios and pickups are scheduled. Operation Evacuation begins tomorrow morning.

6/15/11

9:50 AM DST

Newark/Liberty Airport, President's Club

Members of my team present: Paula Green, registered nurse and friend extraordinaire; and Mike the driver, who has obviously been pumping a lot of iron by the way, so he will double as our body guard. Getting through security was swift and the plane is on schedule, so everything is

ready. I checked the office and all is well there. I can try to relax, but I fear that won't happen until after we get back tomorrow.

6/15/11

4:51 PM DST

Hamlin Facility, Lantana, Florida

I was fortunate enough to be upgraded to business class at no charge and Paula and Mike were in bulkhead seats, so everyone was happy. I sat down next to a pleasant looking man who introduced himself as Bruce. Now I admit that I had planned to do some editing, maybe eat, possibly watch a movie, listen to music and get a nap, but after a few minutes of speaking to my seat mate, I knew that was not going to happen. Fate had seated us next to each other and I was not going to waste a minute of being next to this man. He was born of reasonably humble means and had elevated himself to millionaire through buying and selling real estate mostly in the New York area. I told him about my Malaysian Strait plan and he offered a suggestion. I rarely take advice from people and even less often from total strangers, but in this case, this man obviously knew about negotiations and people. He told me a story about his first and only business deal with an Asian man many years ago. After he finished, he suggested that I might want to follow his lead, which was extreme patience. He suggested that the less I push, the more they would want move forward. It was similar to the advice Ben had given me, but this resonated with me and I agreed it was the best way to go. As I said, it was a strange meeting and we had very different personalities, but we agreed on the main concepts. The time flew by and soon we were landing. I got his email address and said I would follow up as soon as I got feedback from Malaysia. I love life; you never know what will happen.

After we landed, we taxied over here. Bunny looks like she has been through a rough time, but she was very happy to see us and can't wait for tomorrow morning when we can get her back to New Jersey. Then it was off to see Jeff. His health has deteriorated and he was clearly not happy where he was, but he was very glad to see us and is also looking forward to coming back with us tomorrow.

We are back with Bunny and we will be leaving soon to go to the apartment for dinner. We still need to get food supplies for tonight and tomorrow. We are very fortunate to have Paula and Mike with us.

6/15/11

8:30 PM DST

Lake Worth, Florida

The Fountains Facility, my in-laws' apartment

After we left Bunny, we drove back here, had a nice dinner and then Mike and I ventured forth to try to find a supermarket for supplies. We had to go to two different places, but we finally got everything we need-

ed. By the time I got to look at the pool, it was already past twilight and there was thunder and lightening, so I did not swim. I am tired, so I am also not walking. It has been an emotionally draining day and all I want now is to be left alone for a while, collect my thoughts and go to sleep.

I am sitting outside the apartment, looking out at the sky and experiencing the combination of the sounds of tree frogs, crickets and cicadas, the feeling of the warm breeze and the burning smell of something that reminds me of Hong Kong. I am feeling unsettled. Bunny and Jeff have not even left and the apartment feels like it has ghosts. I am reminded of when my dad and my uncle went down to Florida to bring my grandfather back up to New Jersey after he was divorced from his second wife many decades ago. Even though he and his brother had a falling out and were basically not on speaking terms, they pulled together enough to help my grandfather. I remember him saying that on the night before they left, both he and his brother ended up out on their balconies watching the ocean, much as I am doing now. Being outside, emerged in nature's numerous rotations of time and energy, is comforting and I find myself beginning to relax. A lightening flash just occurred and the thunder clap is now coming. It sounds reasonably close, but I am under an awning so I can simply move back if I begin to get wet. The wind is intensifying and it is an exhilarating feeling, like being on a sailboat although I am standing still. The microcosm in front of me is transforming.

Seeing Jeff today was much sadder than seeing Bunny. He wanted to go home, but there is no home to go back to. In the best of cases, maybe Bunny can come back here in 6 months, but I am not sure if Jeff will ever be able to live outside a facility now. It was heartbreaking to see him and there is nothing I can do except get him up to New Jersey where we can all see him more and keep an eye on him. He told me he never thought that he would end up this way. I felt terribly for him and wondered if the same fate would come to me one day. It is time to go inside and get ready for bed. I love my life and am continually grateful for it, but there are days where I count my blessings a little more than usual and this is one of them.

6/16/11

12:14 PM DST

In flight

I exercised this morning, went for a walk and even got in a quick swim. The whole time I had a sense of foreboding that this might be the last time I do these things here. The transport vans were on time. Mike and I went to get Jeff and he was ready to go. Things ran so smoothly that we got to the gate area about an hour early, which was fine since we were relaxed and not in a rush. Wendy, Bunny and Paula arrived about 40 minutes later and we boarded and were ready to take off by noon - right on schedule. The plane was not only there, but on time, which was a

major relief for me since I did not have a backup plan if this company did not do as they promised. The only bad part was that I strained my back helping to move Jeff and I am hoping that it will not be a problem later. We have about two and a half hours until we land; so far so good.

6/17/11

12:06 PM DST

My office, NJ

We arrived at Teterboro Airport in New Jersey at about 2:40 PM yesterday and Cliff had already gotten permission to drive the cars onto the tarmac. We were on the road and both teams arrived at their respective locations within 15 minutes. Cliff, Mike and I took Jeff to his new home and Wendy, Paula and Barbara took Bunny. Jeff's new facility seems, neat, clean and very welcoming and after he adjusts, I think he will be happy there. I got the same report from Wendy about Bunny's place and then I dropped Paula off at her home and brought Mike back to our house to get his car. Barb, Wendy, Cliff and I had dinner and by 10:00, Wendy and I were both wiped out and ready for sleep. At about 4:00 AM this morning, we were both awakened by a huge thunder storm. I'm sure my plants welcomed the rain.

With all the expense of the thermoplastics and cannon, no one looking to buy it, I closed the R&D center today which was very hard; a big dream smashed. It has been millions of dollars in time and money and I can't keep it going any more. If anything comes up, we can always bring Jack back as a consultant. It was a very tough morning to go through, especially after being exhausted from yesterday. However, I am very glad it is done and I can try to relax.

6/18/11

9:54 PM DST

Home, NJ

By the time I got home yesterday, I was exhausted but happy that the work week was over. I slept poorly, however, and was up before 6:30 AM. I decided to take advantage of my early start and was out biking by 8:00 AM. It was a beautiful summer morning with the wonderful scents of nature after yesterday's heavy rains. I had a great ride and after I got back, Kayla helped me load and deliver a dresser and a television for Jeff. He seems to be adapting well to his new home. From there, it was over to Bunny's new home and she also seems to be adjusting well. Afterwards, it was back home where I finished off the power washing project for our front walkway and spread sand over the cracks to try to inhibit vegetation from growing. It looks like our front steps will need to be redone soon. There is a section of the cement holding the slabs together that is broken. The driveway could also be redone, so we are looking at a relatively expensive job, which I don't want to pay for at this moment.

Maybe we can do it later in the summer. After all of that, both Wendy and I were very tired, so we ordered some food in and relaxed the rest of the evening. The financial markets are all watching how things go with Greece and whether they are forced to default. If they do, then Portugal, Spain and others could be next. If the U.S. debt ceiling is not raised and the U.S. debt rating is reduced, it could be a whole new world ballgame. I am glad we are getting more money in next month to reduce our debt, but we have cut our overhead. I will strive to do better.

6/19/11

8:31 PM DST

Home, NJ

It is Father's Day here in the U.S. and after tennis with my brother and going for a walk, I picked up breakfast and brought it to my parents. My dad and I went for a walk near his building and we had a nice time. There was a working quarry there until they accidentally drilled into a body of water, which flooded the whole system. There is now a beautiful pond surrounded by vegetation and huge rock walls on two sides, which means they can never build there. My dad can even go fishing there. Then I returned home and went for a short bike ride. Later this afternoon, Ben and Katie came over and along with Alex, Kayla and Wendy, we had a very nice dinner.

I heard from Paul at IJT today. He submitted his resignation and will leave the second week of July. As of now, Suwaleerat will take over. I suggested to Ben that we start having business and sales meetings with Suwaleerat immediately.

6/20/11

4:08 PM DST

My office, NJ

I went over to our auxiliary space location today with Mike, Mikey and our new intern Dan Green. They are preparing the area so when we move out in 18 months we will have less stuff. The time to move is getting closer and I am now beginning to seriously consider what we will do. I had lunch with the heads of ZT technologies who have space there and an idea sprang into my head. They are telecom product resellers and problem solvers and they have a connection to a man who may be building a new type of product that can make older equipment run more efficiently and utilize less space. I am seeing if we can arrange a joint venture between all of us. I love trying new things. The EU has given the Greek government an ultimatum to reform in order to get bailout funds. I am not sure if default is a real possibility.

6/21/11

4:43 PM DST

Home, NJ

It was another day of marketing and sales. Progress is being made and the month looks okay so far.

6/21/11

10:01 PM DST

Home, NJ

When I got home and asked Wendy how her day was, she started crying. Her mother has decided to stop all treatment, which means she will probably have less than a few months to live. She was understandably very upset and I decided to go see Bunny. When I got to the facility, she was asleep in her bed. She looked very tired and I was going to leave her a note, but she woke up. It was one of the more unusual conversations I have ever had. She was not sad. She had made her decision and was very happy that I was supporting her right to take control of the rest of her life. We talked about what she wanted to happen regarding finances and other things and it was as if we were speaking about someone else. She was calm and looked the happiest I had seen her in a long while. I left saying that I would be back tomorrow. When I got home, Wendy and I spoke about what was going to happen and decided to tell the kids tomorrow when Bunny's decision would be final. There are a lot of arrangements that have to be made, including securing two indoor burial plots next to each other.

6/22/11

3:57 PM DST

My office, NJ

I spent part of the day making the arrangements for a crypt for my in-laws and setting up the sale of their home in Massachusetts. That, interspersed with numerous phone calls covering a gamut of areas, has left me emotionally drained and happy to be here at work. I am leaving in a few minutes to see Bunny to confirm that she is stopping all further treatments. Then we will have to give our kids the details. They all love her dearly and this is going to be very difficult for them to handle. On the good side, our friends have been fantastic and very supportive and we are honored to have them. I heard from my son Alex, who got a part-time internship with a clothes designer in the city. He was very happy that they liked his portfolio; very good news.

People are paying us slowly. While this is no more than a nuisance for us, it is reflective of what is happening in the world. The more people hold off paying their bills, the more companies will have their cash flow squeezed and will be forced to go out of business. It is a bad sign.

6/23/11

3:17 PM DST

My office, NJ

I bring in a lot of new projects and eventually reduce the number as they fail to deliver. There is a lot of satisfaction and sadness with this process. The good news is that with each project stopped, the overhead decreases and profits go up. The downside is that sometimes resources are spent without a clear-cut benefit. Of course, there is the theory, which I believe in, that you can't break into a new area unless you travel the road to get there. With that in mind, the armor area is rapidly coming to a close and if we do not score with the Strait project, then that too will stop. I will spend the remainder of the summer working on new business for our standard product lines. The same goes for the cannon. If there is no interest from any of the people we have contacted, then it will stay in moth balls indefinitely. I am not sorry we put out the efforts. I have never seen projects like these not lead to other successes, but there is a time to stop and we are very close to that time. The unemployment numbers came out here in the U.S. and the news was not good. The federal government and the media are finally getting the idea that the economy is not moving forward like they hoped or declared and we are at best sliding to a halt and moving backwards at the worst. It is good we are cutting back now as opposed to being forced by circumstances in the future. Meanwhile, our groups in Asia and Europe are doing well. I cannot express how happy I am that we took the plunge to have a presence there. It has been and will prove to be the whole global plan that will continually keep us in good position.

6/24/11

10:54 PM DST

Our home in the Berkshires, Massachusetts

We are here in Lenox with our friends the Bodens, who are very nice. The weather was good enough to go biking this afternoon, but it has been raining tonight. I am hopeful for better weather tomorrow both to ride, be outside and to see the outdoor concert at Tanglewood. It is going to be very cold tonight, so I will not sleep out on the porch. Maybe tomorrow night.

6/25/11

10:34 PM DST

Our house in Lenox Massachusetts

After a lot of rain last night and a great breakfast, Mitch and I set out on the long bike route. The rain held off, the temperatures were cool and we had a delightful ride. It was beautiful outside and we covered a lot of ground in good time. Afterwards, it was off to Great Barrington with Wendy and Carla for lunch and then back here to get ready to go see the

music group *Earth, Wind and Fire* at Tanglewood. Just as we were about to leave, the rain started and we were not sure whether to go after it stopped or to make other plans. But we all wanted to see this concert. I did take the precaution of putting my boots on in case I got wet. Once we were situated out on the grass field surrounding the large enclosure, the rain started again, but we were well protected by Mitch's large gold umbrellas. An amazing thing happened once the concert started. Before that, the crowd was in a neutral state of mind, many were wet and wondering if it was worth the effort. However, as soon as the group started playing their hit songs, the crowd came alive and people began singing and dancing. As the night progressed, we had a picnic dinner and I began to roam around, both because I can't sit still very long and because the music was very loud, though I had ear plugs in. On my last trip back to where the others were sitting, the metamorphosis of the crowd was complete with thousands of people singing and dancing. The energy was everywhere. The concert ended at about 9:00 PM and then it was back here to our house for some dessert. Mitch has gotten me hooked on an online scrabble game so we are now playing each other and it is very competitive. I am going to sleep on the porch tonight. My clock is set for 5:45 AM and I will try to ride again before we leave for home.

6/26/11

7:20 PM DST

My house, NJ

As it turned out, Mitch wanted to sleep in and this gave me a chance to ride the long path by myself. It was a beautiful morning. I got through the trip in about two hours and felt fantastic. Our group brought me breakfast and after eating, we were out of the house quickly and on the road more than 30 minutes ahead of schedule. After a pleasant and uneventful ride home, I took Alex, Kayla and Stephanie, one of Alex's best friends, to see the movie *Bad Teacher*, which was better than I thought it would be. We all had a very pleasant time. Wendy got back home from visiting her mom about an hour after us and I went out to pick up Mexican food for dinner. We are both dreading tomorrow. Bunny will see her oncologist and we will know her plans as to what happens next. Then we have to tell our kids what is going on and how long Bunny may last. I am looking forward to being back in the office tomorrow.

Looking back on the concert last night, I found it amazing how the music of *Earth, Wind and Fire* was able to transport generations of people in their 40s, 50s and 60s back in time. Seeing them singing and dancing was inspiring.

6/27/11

7:57 PM DST

Home, NJ

Every year I hope to see the fireflies. It is the time of year when their tails light up in an ancient mating ritual and I love the dots of light moving gracefully through the night in their search for companions. It is strictly luck if I get to see them and last night I struck gold. Not only were they present, but they were actually in a conga line formation at one point and at first I thought they were car headlights going by. I happily drifted off to sleep watching the darkness and waiting for more visitors. It is a ritual I never grow tired of and I truly enjoyed my time with them.

6/28/11

3:27 PM DST

My office, NJ

I got a call from Wendy this morning. Bunny wants to see Wendy, Barbara and Buz's wife Terry together as soon as possible and then she will probably have her feeding tube taken out, which means it is a few weeks before the end. I am due to go see her within the hour and I am sure it will be another surreal time. She will tell me what she wants, probably some more about her own funeral, and we may play some cards, as she likes that. At this point, she is mostly communicating through written notes. In a way, time stops when I am with her and it is just the two of us. That in itself will be nice and something for me to remember. Wendy and I will probably tell the kids that Bunny does not have long left tonight and I anticipate they will take it very hard.

Elsewhere in the world, our stock market seems to only be concerned with the economic crises in Europe, especially in Greece, while ignoring the ominous signs here. It is like our people have buried their heads in the sand and are hoping that if they ignore conditions here, they will miraculously get better. I have a problem with that way of thinking.

6/29/11

I saw Bunny last night and she was too tired to talk, so we just played cards. Later that night, Wendy and I told the kids about Bunny's deteriorating condition and they took it as well as possible. This morning after tennis, which I really needed, I went to see Bunny again and she told me what she wanted said at her funeral. After I left, I got a call from Wendy, who said that Bunny was moving up the schedule regarding stopping her fluid intake and wanted to pass sooner. I called a family friend who owns a funeral home and began making arrangements. Things are happening faster. I had written a eulogy for my father about 5 years ago when I thought he was going to die. He has had a number of close calls; Wendy says he has nine lives like a cat. At the same time, I did write eulogies for my mother and parents-in-law also. Mike found them for me today on my

computer. I made a few changes and it is just about ready. Now I just have to deliver it without breaking down.

6/30/11

11:33 AM DST

Time has begun to slow down. When things are fantastic, it goes by very quickly, but now I find myself looking too often at the clock and scheduling my next visit to the care facility. I don't need times like these to remind myself how fantastic my life is. I take nothing for granted and expect little. It makes all of the good moments into fantastic surprises and so much more enjoyable. I cancelled my trip to the Berkshires with Ira for Saturday night, both because I am afraid I will fall asleep while driving up there as I have not been sleeping well, and because Bunny may go faster than expected. I spoke with Dan this morning. He has been fantastic with all of us and I am glad he and Elana are here. Bunny has had a great life and will be surrounded by the people who love her until the end; few can say the same. I admire her ability to take control at the end and do it her way.

My temper is short and almost everyone is being extremely pleasant and trying to be helpful. But for those who aren't, I am trying to use this as a good avenue to motivate them in as positive a way as possible, though maybe with more force and volume than usual.

6/31/11

4:15 PM DST

I went to see Bunny yesterday and she wanted me to read the eulogy I wrote to her. I cried my way through it. It was one of the harder things I have ever done. Here it is:

Bunny was cool. Mention anything in the arts and she had probably done it multiple times, and in various places in the world. She is the only person I ever knew who followed the Ring Cycle (Wagner Opera). She bicycled through the south of France, went ballooning and walked the Great Wall of China.

She was up for anything.

When I first met her, I figured she was an extremely strong willed woman who was used to getting things her way and not having to wait too long to get it. As I grew to know and love her, I also found out that, in addition to being exceptionally strong, she also had a heart of gold and an extreme sense of right and wrong. She was someone you could trust.

While we always respected and liked each other, I think we truly

bonded when she was alone in France on vacation. Her credit cards had gotten messed up and the hotel would not let her leave. She called us at about four o'clock in the morning and I asked her to put the hotel check-out man on the line. I told him I would give him my credit card and he started to give me an attitude about needing me to go to my office and fax him a copy. I strongly suggested he take the number and let Bunny move on. I convinced him.

From that point on, Bunny and I formed a mutual admiration that continued to blossom. Whatever she needed, I did. And whatever I needed, she did. She really loved having my company's shipping department at her beck and call. It was a perk I was glad to supply.

When we came to visit or had any contact, she always made sure I was taken care of in every way. I would have done anything for her.

When I think of her, it normally goes right to Tanglewood in the Berkshires. She loved it there, and I think it was the place where she was the happiest.

I loved her as my mother-in-law, as a person and as my friend.

I will miss you.

I went home emotionally and physically exhausted, but my day was not over since I had a 9:00 PM conference call with IJT.

After tennis this morning, I went over to see Bunny, who modified what she wanted Dan to say at her funeral. Then I met Cliff to bring Jeff over to see Bunny. It was very emotional since this might be the last time they ever see each other, but it seemed to go well. It was very sad watching them together. After we got him back, I went home, changed and went to the office. It was wonderful being in a happy environment. We had our 4th of July company picnic, which doubled as a going away party for Nilda, one of our dye-cutting pressmen. Wendy left this morning for the Berkshires to do some banking for Bunny and to put their house on the market. She will be back tomorrow.

Elana is picking up dinner and coming over to the house. Both Kayla and Alex won't be home for dinner, but I am looking forward to some peace and quiet.

7/4/11**2:20 PM DST****Home, NJ**

I have not done a lot since Friday except exercise and see my relatives. My mind seems to have gone on hold, which may be a good thing considering all of the various pressures lately. Wendy's cousin Hank was down here visiting Bunny from Massachusetts and he and his new wife Olivia were over for dinner last night. She is 26 years younger than he is, very pleasant and will keep him on his toes, I am sure. Kayla finished bartending school, she loved it, and this week she will finish her course in physics at Rutgers University.

7/5/11**9:54 PM DST****Home, NJ**

There is one prime lesson that salesmen always have to relearn over time. It is simple but incredibly difficult to practice. Simply put, it is: "shut up and listen." For weeks, I have been prepping for the call scheduled with our potential "Straits" partner for tomorrow morning and I finally got all of the paperwork in order. Since three of my VPs had already gone over it, I sent it out for one last check by my new mentor Bruce, the man I met on the plane to Florida last month.

He immediately replied and asked if I had sent it. When I replied that I hadn't, two phone calls ensued in which he told me that, as an outside observer, the deal had already basically been made. His suggestion was to call and ask them one question, which was what to call the new partnership and leave any other questions up to them. In other words, be quiet and let them talk. It was great advice, and the same that I have used and given others for years. Somehow, in this situation, I had forgotten it in the flood of details. The meeting is set for 4:30 AM tomorrow morning, 4:30 PM their time. I am as prepared as I can be and I am excited about what can happen. Now all I have to do is get some sleep.

7/6/11**4:05 PM DST****My office, NJ**

I decided to get up at 3:30 this morning so I could work out before the 4:30 conference call. I am really glad we had it done and were ready to go. I got a few minutes of exercise in before I called and we went over the whole plan. It would have taken the potential client awhile to be able to create a

JV with us, especially without a business plan. They suggested modifying our MOA agreement. I was very happy with the whole thing and got off the phone elated.

The rest of the day was spent in getting the framework needed to conduct the feasibility study and as we did, we realized what we needed to do, who would probably be involved and whose help we would need. Now that we had an actual funded project, it gave us some credence and I was able to speak to companies that make Aerostats, stream huge amounts of video, do research on the type of information being produced from data on the Straits and more to come. Tomorrow we will work on the marketing and sales end, but we have a good start. I also spoke to Bruce, told him what happened and thanked him for his help. I am going to meet him for lunch when he is in Manhattan later this month. I also called my dad and mom and told them the news.

It is raining now, which is a good thing for my plants and means I won't have to think about watering them. Kayla has her physics final tonight and she is happy to be done with it. I saw Bunny this morning and played a couple hands of Gin Rummy. I asked if she needed anything, but she said no. She is looking more frail all the time.

7/7/11

4:23 PM DST

My office, NJ

My 9:00 PM sales meeting with the crew from IJT went well last night and I was so tired by the time I finished that I happily went right to sleep. It has been hot and humid here and playing tennis outside this morning was fun, hard and got me to sweat a great deal. My partner was in rare form. I played well, but he did better; I lost again. I have been spending more time on matters for IJ in Asia. I hope we reap the rewards within the next year. We have already made good progress on the feasibility study for the Strait of Malacca. I have found that there are virtually no more problems with pirates there. This was going to be one of the focal points of our program there, which means we have to find more innovative uses for the network we plan to build. No worries; that is my job. Someone puts a rock in our path and we do what is necessary to get through it. In the worst case, we must redefine the problem and if that can't be done, we abandon the project and move on. Interestingly, the nuts and bolts of the project, taking the video of the Strait, processing it and bundling the information for potential customers does not seem to be the toughest part. As usual, it is selling the idea and that is what I will work on for the next few weeks. I love a challenge, especially one that does not involve a lot of cost on our side to get to the next level. I will continue to mine our database and track people through LinkedIn. It is amazing how many of our customers have moved to new companies, which are all potential sources of new business for us. Like leaves of trees blowing in the wind, I

never know where people will land.

7/8/11

3:32 PM DST

My office, NJ

It is the end of the week and my body feels like it. Tennis was painful but pleasant and it is always great to see my brother. I spent the day selling and working on a feasibility study.

The unemployment rate rose to 9.2%. The Senate and President are engaged in a dance to prove to the public that they will create the new budget without raising the debt ceiling. It is a charade. They all know they will do it and it is extremely sad that they are wasting so much time in trying to make themselves look good.

7/9/11

2:35 PM DST

I went to see Bunny this morning. Her condition has worsened considerably since last Thursday. She can no longer sit up for long and cannot concentrate enough to play cards. The doctor says she may only have a week before she passes. I am glad I have spent the time with her I have. From this point on, I am not sure how much she will understand and if she will know I am there. It was very upsetting and I did what I normally do when that happens, which is plunge into very heavy exercise to allow my mind to retreat and try to recenter myself. It was a beautiful morning here; very hot with clear skies. I was happy to be riding my bike alone. It was a reflective time and I felt much better after I got home. Kayla and Wendy also came back from visiting Bunny with the same conclusion as I, and they went back out again.

While I was riding today, I tried to figure out how this project was like others. If I could do that, then I could analyze what information others might want and how they are gathering it now, if at all. Then I could see if it would be relevant to them.

I came to a few conclusions:

The Strait of Malacca is like an old time cattle drive because you want to know whose cattle(ships) belong to who, where your cows are, their condition and their location so they do not get stolen.

It is like a highway in the U.S. because you want to be able to monitor the speed of the cars to make sure they are not going too fast and check for crashes, for those running drugs and those driving recklessly. You also want to collect tolls from those using the highway.

You want to be able to charge for and collect multiple types of information like:

1. Who is using the Strait?
2. What is their location and speed?
3. What is their purpose related to piracy, drug running and terrorism?
4. What information do they need to help navigate the Strait easily, most efficiently and safely?
5. What information can be gleaned from the ships without their permission?
6. What are they carrying? Guns, explosives, nuclear devices or biological or chemical pathogens?
7. How do you find out? Radar, sonar, video, x-ray, intercepting cell phone conversations?
8. The Strait is an ecosystem unto itself. What information can be learned, gathered, processed and utilized to help it work better?
9. Would analysis of the water, vegetation, fish and animals in and around it be of use, and would someone pay for it on a continuing basis?
10. Thinking of the Strait as an ecosystem, a living breathing organism, what does it need to function more efficiently? How can we help produce more of the good things and inhibit the bad? For instance, tracking forest fires, oil spills, invasive plant species and migratory patterns of whales, birds and fish. If we stop thinking in terms of countries and think in terms of systems and their values, then it becomes apparent how valuable this area would be if understood and treated as a whole.
11. How can we help deal with potential political and military threats from other countries?

7/9/11

10:09 PM DST

Home, NJ

I was amazed to see a news report that over a thousand people had been arrested in KL demonstrating for more rights from the government. It was the first time I had ever seen signs of unrest there. Perhaps our ability to monitor large areas might come in even more handy than I thought. Knowing what people are doing and helping to reduce the element of surprise is a great advantage.

7/11/11

4:30 PM DST

My office, NJ

Through all of the disruptions occurring, rage has been surging through my body.

I am best when I am in a structured environment with a strict daily schedule so my mind is free to roam to all other areas and I can be creative. That is not meant to be at this time of my life, so I will have to deal with it. One way to deal with it is to play very hard tennis in very hot temperatures as I did this morning. Playing against better opponents who continually thrash me is good for my ego and there is little danger that I will hurt them when I hit the ball as hard as I can, occasionally at them. It will be weeks or months before things come to a new state of normalcy, so for now I will try to utilize the power surges inside my body and mind in the most positive ways possible.

7/12/11

4:28 PM DST

My office, NJ

Business is slower, which seems to be the case everywhere and the President is now talking about a double dip recession if the debt ceiling is not raised. The fact that he verbalized the word recession is not good. European markets are skittish because of the problems with various countries. It is good to see they are finally seeing some rays of reality. Maybe we can actually deal with the problems.

7/13/11

3:48 PM DST

My office, NJ

The dreaded phone call came this morning at about 4:00 AM. Bunny has passed. Strange, I was actually having the first good dream I have had in the last few months and it probably happened right after she passed. It has been a day of planning and meeting to get ready for the funeral tomorrow and the Shiva, the Jewish mourning cycle. Happily, almost all of the preparations were already made, so today was spent mostly dealing with small details. My father-in-law is very sad and that will only deepen over the next few days. One of my tasks was to take clothes over to the funeral home, which included some jewelry. Among the items was a small piece of amethyst, my birthstone, that I had been wearing on a chain around my neck for many years along with a religious medallion. The stone fell off a few weeks ago and I realized it was meant to be with her, so she will now wear it forever. It is comforting to know something that was next to my heart for so long will now be next to hers. I also put money into her pants pocket, just in case, as we say in the family. All of us will be putting something in her casket that meant a lot to us and to her, which was one of her last wishes. I am going home soon; I am not being very productive here and I want to go home to walk amongst my flowers.

On a business note, I sent out a bunch of emails regarding the feasibility study yesterday and I got a response back from our reps in Spain who think the same idea might work over there. Suddenly we have mul-

triple applications; what a wonderful world.

7/14/11

10:34 PM DST

Home, NJ

I knew it was going to be a long, tough day so I made sure I did my home workout and had my first breakfast. Then I played very hard tennis, both to get out some of the nervous energy and also to enjoy the spectacular cool, clear summer morning. Days like these make you appreciate what you have and I was determined to enjoy whatever good things happened today. After I got home and had my second breakfast, I picked up Ben, Katie, Barry and Claire at the train station and we spent the next hour getting ready. The cars picking us up were on time and by then Barb, Cliff, Buz, Terry, Sam and Jeff were also there. We went to the temple for the ceremony and the weeping began almost as soon as we got there. It was a very emotional time since we all loved Bunny very much, but I was fortunate enough to have done almost all of my crying beforehand so I was in reasonably good control. Dan did a fantastic service, I got through my tribute and Buz did an outstanding job with his eulogy. Jeff, of course, was very sad but also got through it.

Afterwards, it was back to the cars where the general mood was much higher, the hardest part being done, and by the time we got to the cemetery most of us were okay again. The service at the indoor wall where Bunny was interred was swift and we were back at our house by about 4:00 PM. As tradition states, it was then time for people to come over to the house, eat, drink, relax, talk about Bunny and unwind. There was a short service during the early evening and new people kept coming as others left. I ended up going out for ice and other necessities and Elana was fantastic with all of her help throughout the day. I took Jeff back to the facility around 7:30. We will all formulate a plan about how to best make a new life for him next week. It will take a lot of work.

As I write this, the kids, except Sam, are out on our porch downstairs. I expect them to be there for quite awhile. This has been a very tough day for all of us, but hard for them especially. They all loved their grandmother and she is the first person from her generation to pass. Both Katie and Claire were there and I expect they will both be around for a long time, which I think is great. It takes an event like this to see how people will react under truly huge pressure. The various parts of our family pulled together and today could not have gone better. Family meant everything to Bunny and I think her sendoff was everything she had wanted. She lived life on her own terms and died the same way. She was a model for us all.

7/15/11

3:40 PM DST

My office, NJ

As expected, I had trouble winding down enough to go to sleep last night and had very little energy when I got up this morning. I made it through my exercises and tennis with my brother, while exceptionally pleasant, was not overly arduous. I got in the office at my normal time, which was strange as I had gotten used to visiting Bunny a few days a week and now that is done. She is still weighing heavily on all of our minds.

I booked the weekend in September in Salt Lake City for Jim Jensen's daughter's wedding. I hope I got a great hotel so Wendy will enjoy it. Alex called and told me he got into graduate school in Milan, Italy starting in October. He was incredibly excited as was my wife, who will go visit him. He now has a direction and sounded very happy. It is the middle of summer, the phones are not ringing much, sales are okay and I am selling like crazy. I am also putting pressure on our salespeople in our other locations, most of whom are not used to direct, intense pressure. I am not sure how many will survive it. Their problem, as always, is that I am not leading from theory but from experience. They can't tell me I don't know what it is like, so their excuses, if offered, are not only meaningless but actually evoke a bad response from me. Soon they will be more frightened of me than the road and they will sell better. I will leave everyone alone as soon as they bring in enough profitable sales.

7/16/11

3:44 PM DST

Our porch at home, NJ

I normally wake up and my body is sore to a limited extent. This morning was different, way worse than normal. I wasn't sure if I was sick or had a delayed reaction to the events of the week. After breakfast, I went biking and by the time I finished, I knew that I was having the same stomach thing I have been experiencing recently while traveling. Very stressful situations cause my body to rebel, resulting in severe stomach pain. Happily, this time it was not off the charts and I am still able to function through the pain, although the nap I took was nice and much needed. Friends from the Berkshires came down to visit us and then went to see Jeff. I don't plan to see him again until tomorrow, which is the last day of sitting Shiva. It will probably be very crowded here at least until 9:00 PM. Jeff actually looked pretty good yesterday, which is amazing considering what he has been through. I have been around too many people over the past few days trying to make sure everyone is okay and I want to be left alone for awhile.

According to many of the political and governmental pundits, if we don't reach an agreement on raising the debt ceiling in Washington, then

we will lose the ability to meet our debt obligations and it will be an economic Armageddon. I am not so sure they are right and will not do anything differently in either case. I do know that my alternatives are limited as to how I can or should respond and for the moment we will do nothing. The more people are scared about where to put their money, the more they will be open to new investment ideas like our sub-orbital surveillance system.

7/17/11

8:12 PM DST

St. Barnabus Hospital, Livingston, NJ

I woke up last night at about 12:15 AM to incredibly severe abdominal pain. Since I had not been feeling great earlier in the day, I was hoping it would be temporary, but it only got worse. I was faced with two possible decisions. The first was to hope the pain would eventually subside and get to a doctor on Sunday or wake Wendy to take me to the emergency room. It had been a really tough week for all of us and I did not want to do it, but when another bout of pain hit, even worse than the others, the decision became obvious.

I woke Wendy and she drove me right to the hospital, which is less than ten minutes away. I was worried there might be a long wait, but we were fortunate and got right in. Within an hour, I was already on pain medication and scheduled for a CAT scan after I finished drinking two containers of dye solution to aid the test. Everyone here at the hospital has been very nice. By 7:00 AM, I was diagnosed with appendicitis. I chose to have it taken care of immediately, with Wendy's agreement. She had already checked with our friends Paula and Doug who are in the medical field for suggestions on the best surgeon to do the job. Strangely, it is the same operation my niece Rebecca had last week. She had to have a follow-up procedure a few days ago, so she and I are now on the same floor of this hospital. Elana came over before I went in and I felt very safe being watched over by two very competent women.

The surgery went fine and I have been on nausea and pain medication since. I started to feel a lot better about an hour ago. Wendy brought Katie and Ben over for a quick visit and Alex and Kayla also stopped by, as did my wonderful sister and her husband David.

Today was the last day sitting Shiva for Bunny. There were a lot of people at the house and I am sorry that I am not there. Still, if this was going to happen, there wasn't a better time. I was scheduled to go to Asia Friday and if this had happened over there, it would have been much more difficult. This also may have been the cause for the stomach trouble I have been having for the last year, so it would be great to be done with that. There is even a chance I may go home tomorrow. I hope to be back in the office by Thursday and playing tennis again within two weeks. How crazy the last few months have been. The medication I am on is obviously

affecting my ability to type, so I will stop soon.

7/18/11

6:50 AM DST

St. Barnabus Hospital, Livingston, NJ

I got some sleep last night. There were lots of noises and my bed kept moving. The nurse said it was designed to prevent bedsores in long term patients. My last dose of pain medications was at 3:00 AM this morning and I am still feeling good. A group of doctors just came by, checked me quickly and said I could go home today! Excellent news.

I emailed Ben and we are rescheduling the trip to Asia for next month. I am hopeful that Parker, my travel guy, can do that with only some minor penalty fees. I will set up a work area at home and should lose very little time from not being in the office.

7/19/11

10:32 AM DST

Home, NJ

I did indeed get out of the hospital yesterday and it was wonderful to get home, shower and shave. I also realized that it will take a few days before I feel close to being okay. I slept more than 8 hours last night, which was definitely needed and I felt much better today. I know I am better because I can type and read with much better accuracy. I had an 8:30 AM call with Ben from China. Things there are good. We are working on more sales, especially focusing on business from the U.S. and Europe that moves over. I have focused much of my selling time to going after customers just for that purpose and feel it will yield results. I just spoke to Brett, who is back from vacation and happy to be home. I hope to have my Asia trip rescheduled by tomorrow and will see if I have to reschedule the Jensen wedding trip after that.

7/20/11

12:08 PM DST

My office, NJ

I spent the last few days at my home command center. Mike had me set up well enough so I was basically caught up and the amount of mental anguish from not being in the office was greatly reduced. My main activity for this morning, after a wonderful 30 minutes walking on the treadmill, was my doctor appointment. Once there, he cleared me to drive, go to the office, exercise and most importantly, he said the test on my appendix was negative so there are no cancer implications. I always worry about that. I then drove to the office and have been here for a few hours. As per instructions from Wendy, I will leave in time to be home by 2:00 PM so I don't overdo it. This whole experience with the emergency appendectomy has been as positive as it could be with the hospital and

doctors, but it reminds me to always count my blessings, which I try to do anyway.

7/21/11

10:15 AM

My office, NJ

Spending time in the office was excellent yesterday. It felt great being back. I was finally able to get my thoughts in order for the feasibility study and I sent sketches to Eric for new renderings. My lunch with Gary on Wednesday was highly instructive as we both think that at best the economy has stalled and at worst we have double dipped. Regardless, we will stay on our new course, which is to cut overhead, reinforce our base product lines and sell with unlimited intensity.

I went home and did more work, exercised again and spent a quiet night with Wendy. This morning I had a light normal workout, which was fantastic. The heat wave continues to grip our area. The combined heat index will be close to 110°F; very uncomfortable. I will need to work out early tomorrow.

7/22/11

10:34 PM DST

Home, NJ

It was very hot today, but it is supposed to be a little less intense tomorrow. I lasted until about 4:15 PM in the office before tiring out. It was a great day; very productive and enjoyable. I spoke with Uncle Dave and we may have tea tomorrow. He mentioned he thought the economy was about to get much better. I disagreed, but either way, our preparation for the future will not change. If things do get better, it should only make our quest for new sales easier.

There is talk about getting Jeff a dog. The facility where he lives allows them and charges for their upkeep. If we can find the right dog, it may make him more content to stay and not want to go back to Florida to live on his own, which none of us think is wise. It is very difficult when your parents get older and think they can still do the same things as before. As good children, you feel compelled to watch out for their welfare and modify their choices. As I mentioned, Jeff has been improving and could live a long time, so we want to make him as happy as possible. The dynamic between Wendy, her siblings and their spouses is all in play. We are redefining our positions and it will take awhile before we are resettled in our roles. It is a transition, I am sure, that will cause some strain.

7/23/11

9:11 PM DST

Home, NJ

The water damage in the basement from the condenser unit failing

was worse than I thought and I spent part of the morning cleaning up, putting stuff in my car and throwing it in the dumpster at work. Afterwards, it was back home where I went biking for the first time since last Saturday. It was really hot and I needed a lot of water, but it was very pleasant being outside again and I enjoyed the time alone. After my ride, Kayla and I went to the local dog shelter to see if we could find a suitable candidate for Jeff. We did not, but we had a fun adventure anyway.

7/24/11

6:57 PM DST

Home, NJ

I rode my bike on the long route today. Temperatures were in the upper 80°F. It was pleasant but tiring and my midsection was sore later. From there, I went to visit to my parents. My brother and his daughter Lisa came in and it was fun to see them all and catch up on family events. Afterwards, it was over to see Jeff. He wants to get a big dog, but it may not be practical for the facility where he lives. We will have to work it out.

7/25/11

4:30 PM DST

My office, NJ

My first full day back has been great. Business is slow this month. Blame it on the summer or the inability of our government to come to a conclusion on raising the debt ceiling; it all amounts to the same thing. Large companies are starting to lay off huge amounts of people again, which means the market will tighten and our competition will be in even worse trouble. We will continue to attack globally. We may have to decrease overhead further if the current conditions continue or worsen.

7/26/11

3:24 PM DST

My office, NJ

The grief felt by all after Bunny's death has taken many forms and few of them have been constructive or helpful. Balance has become very difficult to achieve in the midst of this and a new norm of some type will need to be established.

7/28/11

4:35 AM DST

My porch, NJ

Yesterday was spent in quiet determination in the quest for more sales. I was productive right up until the phone call from my dad, when he told me my mom was going to the emergency room. They were afraid she'd had a heart attack. I spent the remainder of the afternoon very

concerned, but continuing work while trading phone calls and texts with my dad and siblings. By this point, my siblings and I have become a well oiled machine, keeping each other up to date and dealing with medical stuff. I left the office late in the afternoon for the hospital and fortunately they were allowing my mom to go home that night. My family tends to get upset quickly whenever hospitals or doctors are mentioned, so we try to keep things calm until we know what is actually happening.

I got up at 3:45 AM this morning for an IJM board meeting in KL as I am running part of it. I just got word from Ben that the finance part, in which I am not involved, is still going on, so I am out here on our porch, waiting for my turn. The cool predawn air is wonderful. Since we plan to Skype, I am dressed in shirt and tie and have shaved. Image counts for a lot and I don't want to appear unprepared in any way.

I sent out some inquiries to various international insurance companies yesterday to gauge any interest in our Straits project. It will take time and a lot of effort to find the right people, but this is a procedure and a journey with which I am well acquainted.

I just got an email from LC saying they are running a little behind schedule. It looks like it will be another 15 minutes, but it is not a problem for me to wait for them. As soon as the meeting is done, I will exercise and then bike.

It is now 5:15 AM. The meeting did not last long and it is now time to work out.

7/28/11

3:34 PM DST

My office, NJ

The day was spent selling; a great use of my time.

7/29/11

3:00 PM DST

My office, NJ

I played tennis for the first time in two weeks and it was great to be hitting balls and spending time with my brother. The current economic news is now echoing what I have been saying. There has been virtually no growth in the first 6 months of the year and along with the current debt ceiling problems, there is now a chance for a double dip recession. I wish I had been wrong. With news like that, we will go into containment mode, stop expanding in most areas and hunker down until things change. Wendy and I are scheduled to go to Temple tonight to pray for Bunny. It will not be pleasant, but it is something we both need to do.

7/29/11

5:03 PM DST

My office, NJ

My dad called to tell me his check-up with the doctor did not go well. He has come back from near death so many times that I find it difficult to believe it could be a real problem. I have no idea what life would be like without him. I will try not think about that one.

7/31/11

6:45 PM DST

Home, NJ

Yesterday morning I was awoken early by an incredibly bad back spasm, which forced me to rethink my activities for the day. I tried to exercise it out and was only partially successful, so I went on a shorter bike ride than planned. The weather was hot and sunny, so I left my pack of safety equipment and extra water at home, which helped reduce the strain on my back. I got through it and went to see my parents in the afternoon. Then Mike the driver drove Wendy, Alex, Kay and me to New York to celebrate Wendy's birthday at the restaurant Forge where my nephew Barry works. It is a very fine establishment. We met my son Ben there and proceeded to have a great time together. I got to sleep around 11:30 PM and was up early to stretch my back before tennis with my brother. It was a lot of fun as usual and my back was sore, but I was still able to function. From there, I went back home for a short bike ride. Then I visited my father-in-law and later in the afternoon my niece Rachel and her new son Jacob came over. Kayla was down at the New Jersey shore today and Alex went to a movie, so Wendy and I had a quiet dinner.

It is Sunday night and I had a nap earlier, which was necessary, but can often make it difficult to sleep. I contacted more people through LinkedIn this week. Lots of people are joining my network, which may help us to extend worldwide. Sales for July were not great. The government has still not agreed on the debt ceiling. I am disgusted with their inaction and the effect it has already had on the world economy and our prestige in the global markets. We are fools.

8/2/11**5:00 PM DST****My office, NJ**

Things seemed to run at a better pace in the office today, but the DOW was down over 265 points, below 12,000, and the S&P is down for the year. I worked on the Straits proposal. It will be a long term sell, if it happens at all, but will cost us virtually nothing except time.

8/3/11**4:55 PM DST****My office, NJ**

The building I have been coveting for over 10 years is suddenly up for sale. They want \$4 million US. I would not buy it now with 18 months still left on my lease, so we will wait a year to see what the economy does and whether the price drops. If not, we could always rent from whomever buys it. In any case, there will probably be a lot of other available spaces.

IJ Mexico is now in their new headquarters and Mike is going down there soon. I am working to bring them more sales.

8/4/11**4:40 PM DST****My office, NJ**

The DOW dropped over 500 points today. We will stick to our marketing and sales strategy and cut back if necessary. When the going gets tough, it is time to kick butt.

8/5/11**4:15 PM DST****My office, NJ**

The stock markets of the world are in extreme turmoil, but the DOW was up 70 points today and there is good jobs data, so things seem to have stabilized for now. Al called today. She is having a great time in Europe, but it will be good to have her back on Tuesday.

8/6/11**9:53 PM DST****Home, NJ**

One of the ratings agencies downgraded the U.S. a level after the markets closed here. It will be fascinating to see how the world markets react starting tonight in Asia. Our stock is already down there. If the big deal comes through, it should skyrocket. If not, I am working on the general product lines to

increase business anyway, so we are doing what is needed.

My dad is 87 years old today. I called to wish him a happy birthday. My mom answered the phone and she sounded terrible, so I went over to their apartment. My dad and brother had just gotten there when I arrived and the ambulance was on its way. As it turned out, she was dehydrated again and my parents' apartment was too warm. We hope they drink more water and keep it cooler. That should put an end to any future problems.

Afterwards, Wendy and I went to a pool party at Jessica, Joe and Cooper's house. Kayla met us there later and it was great fun with other relatives. We were there until early evening.

8/7/11

9:08 PM DST

Home, NJ

I had a great day today. I exercised in the basement, went walking with my brother, as the tennis courts were too wet to play, and then went biking. After that, I had an unexpected lunch with Elana, went to see Jeff and then ended up playing tennis with my brother because the courts had dried. It was very hot and humid, but a lot of fun. The rest of the day was pretty quiet. I made dinner for myself and Ben passed through to drop off Alex's car, which he had used to go to Cape Cod for Katie's graduation party. Now he is on his way home to Brooklyn by train.

8/8/11

4:13 PM DST

The big news is that the DOW dropped about 562 points today. My feeling is it will fall further, but the only thing that matters is that our customers keep ordering. Some interesting news: Vinnie and I came up with a way to strip old gooey labels from plastic and metal products. It involves crystalizing the adhesive for just long enough to get it off the surface. Brett tested the idea and it apparently works. It is amazing what happens sometimes. We will devise more tests in the next few days and if it holds up, we will make a prototype and start marketing it.

8/9/11

Aprox. 4:30 PM DST

My office, NJ

The DOW was up 460 points. The government said it would keep interest rates low for the next two years and why that made investors so happy, I will never know. There are riots in London with no sign of an end. The good news is that Alice is back from vacation and it is nice to have my team at full strength. Sales for the month here in the U.S. are not great. If things stay the way they are, there will be major changes here.

8/10/11

4:14 PM DST

My office, NJ

Business has slowed with all of the bad economic news and the DOW was down more than 500 points today. People are starting to purchase less, which will affect all segments of the world's systems. They can declare it a double-dip recession or not; we are in it.

My new book is done! It is always great to have the first copy in front of me, which I signed for Wendy. Mike is in Mexico and as soon as he is back, we will set up the mailing system to get the books out in the U.S., Canada, Mexico and Europe. Ben will take care of Asia. It is actually the perfect time for these to go out. Our publications show a solid history and a directed future and will give additional confidence to our customers and potential business. It will take me awhile to sign them all, but it will definitely be worth it. I started selling the new delabeling idea, though I know it is not prototyped yet. I wanted to get a feel of the marketplace. It will be a fun few days seeing if the idea has legs to stand on.

8/11/11

4:21 PM DST

My office, NJ

I continued selling the new label removal process today and there appears to be interest. I am going to see a big potential user on Monday. Mike is in Mexico at our new headquarters there. He is checking and going over the systems there with Paulina. We are very fortunate to have team members all over the world who care and try. I know it is not always easy following someone who is impatient and wants everything immediately, like me.

8/12/11

3:35 PM DST

My office, NJ

The weather turned cooler this morning and my hands were actually cold during tennis with my brother. It was a glorious pre-fall morning, which turned my thoughts once again to sweaters and the changing leaves. Brett was able to finish the first video for the new label removal system and we already have a small nibble from a potential customer.

Wendy and I are going to the Synagogue tonight for the last reading of Bunny's name since she died. It will mark 30 days since she has passed and it will be again, a very sad time. I am learning that grief is experienced differently by everyone and not always on the same time schedule. I, for one, have reacted mostly from a position of anger, wanting to bring my life and environment back to where it was before she got sick. Unfortunately for us all, that is impossible, so I am in a constant state

of agitation.

I run my life in a highly consistent and solidly structured manner. This enables my mind to run free and maximizes the amount of energy produced by my body toward work. It is a highly efficient system, when in working order, but changes create havoc. I am sure this does not make me any easier to live with. I am finding myself reacting more toward her passing than before; a delayed reaction, which I had not counted on nor wished would occur. I can't be completely centered if my mind, body and soul are not in sync and that can't happen until my environment is back to normal, so my anger has increased. It is a cycle that will be broken, if nothing else, by my force of will and my abhorrence to seeing anything resembling weakness in myself. I cannot demand the best from my people if I can't do it myself. I have help from friends and coaches and I will get through it. I hope this happens sooner rather than later and that any resulting hardship for those around me is minimized.

8/13/11

1:35 PM DST

Home, NJ

I am sitting on our enclosed porch and it is beautifully warm inside here on the couch. I went biking with Uncle Dave this morning. Between his work schedule and his hip problems, it does not happen often so we had a very enjoyable time. He has a new exercise that has enabled him to ride again, so I am very happy for him.

Jeff is not happy and I think if he gets a dog he will be much better. I will go to another dog shelter tomorrow to look for a potential candidate. More rain is predicted for tomorrow; my plants are very happy and look magnificent.

Both houses of the Congress and the president have the lowest approval ratings on record and none of them show any sign of changing what they are doing. The gridlock is here and I see no chances for meaningful compromise for a least a few years.

8/15/11

4:48 PM DST

My office, NJ

Yesterday was spent in lots of exercise, visiting my parents and Jeff and spending time with Bailey since Wendy, Kayla and Alex went up to the Berkshires with Barbara and Jessica to start the long process of getting Bunny and Jeff's house ready to sell. It was a rough time for all and it is good they got back today. The extensive rain over the past two days did not make their travels any easier.

I made a sales call to Qualcomm, the huge company that bought Flarion, our original customer from several years ago. I went to see new people and get reacquainted with others. It was a good meeting and some

new pieces of business might come out of it. It is fun being out selling. I don't do it often here in the U.S. anymore but it always brings me back to the days when I spent so much time on the road. As I was waiting for the customers, the memories of past decades came back to me. The moments before the customers came into the conference room, clearing my mind, getting mentally prepared. My dad always said it was like going on stage. I have found that people not only like to hear about successes but also failures. Yes we went public, yes we are spread over the world and yes I just lost millions in time and money on the armor program that no one would buy. People are fascinated when they hear that we put a loan on our house to finance the loan for China and the incredible chances we took to keep building. It has been an amazing adventure and tougher times like these are meant to make me and our company stronger and better prepared for the next level, whatever that happens to be. I try to remember that when I get frustrated and the anxiety attacks begin: this is a process of growing and the path is never a straight line.

8/16/11

4:26 PM DST

My office, NJ

I know this sounds ridiculous, but there are two main factors that directly affect my mood and state of mind. The first is my weight. As long as I am close to my goal weight of 185 pounds and sales for the month are going well, my adrenaline is usually surging like a torrential river. If I am close to these goals, then things are usually still very good but as they slide, I start to lose momentum. I did not say it was rational, but few of us are able to guide our lives by a totally logical structure and negate the effects of emotions.

The personal factor of weight fixation is simple. I was an overweight child. Not by a lot, but by enough that I was mocked by some of my alleged friends and it forever altered my self image. That obsession has been a gold mine for my later years, both in loving and needing a lot of exercise. The resulting health benefits enable me to maximize my energy outputs. It is simple; extra weight to me means I have been weak and unable to control myself. It is a personal war that I can never let myself lose because if I do, my self worth will go with it.

The business factor is equally simple. I am responsible for our companies worldwide including new product areas, inventions and overall sales. If business is not good, it is my personal failure. Laying people off due to a lack of sales is a horrific thought for me and I will push myself to the limit to keep from having to do it. I suppose if I was to work for anyone, and I am glad I do not, I would want someone like me at the top. I realize I did not guarantee anyone a job for life and maybe I should not be so hard on myself. However, if you are going to lead, you should do it with your mind, body and soul.

While I love my job and my life, my obsessions represent a constant set of standards and occupational demons that have to be battled. The bar is forever rising. This means that I experience almost continual rushes of adrenaline that few others comprehend. It is an amazing feeling. I live in a world of energy, power and competition. It is tiring, but truly wonderful.

8/17/11

4:47 PM DST

My office, NJ

The summer moves on with more people on vacation, making it harder to get things accomplished. No worries though; the ones who are on duty will be more prone to listen to new ideas and will further their careers. Even if no one buys the de-labeling system, it is new, which will keep people thinking of us when they need anything. The stock market has adjusted to Standard and Poor's credit downgrade for the U.S., but another company kept it at AAA. Things seem to be status quo as of now, at least until another European country announces trouble, defaults, is down-graded or some other huge problem occurs.

My book launch has started. It will take me a month to sign most of them. They should spur more sales, along with the advertisements. We will keep pushing.

8/18/11

4:18 PM DST

My office, NJ

More selling, more books to sign, more places to attack.

8/21/11

2:56 PM DST

Temple Barber Shop, Livingston, NJ

Some people like to make a big deal about going to get their hair cut. I do not happen to be one of them. This is an old-time establishment, a local business where people come, pay their \$16 to get their hair cut, hear some of the local gossip, tell bad jokes and laugh a lot. The music playing is from the 1970s and it is a calm cove in the storm of life. Once done, I look cleaner, more conservative and ready to work. I biked this morning with Uncle Dave, who is doing well. It was a pleasant time. Alex, Wendy and I helped Kayla pack for school and she is on her way back to Cornell. I miss her already. She is a potent, positive force and I love having her around. She is due back next month so I don't have to wait too long.

8/21/11

4:02 PM DST

Our porch at home, NJ

It has been a very difficult weekend. The idea of having to lay off a large portion of our staff has had the usual negative affects on my body and soul. I hate the idea, but I am not coming up with a lot of alternatives. Right now I am anticipating a layoff of seven people, I feel like a traitor, but the rules of capitalism are clear, simple and totally devoid of wishful thinking. We have to become profitable again as quickly as possible and the only way to do that is by cutting our overhead to meet our reduced volume. At this point, I will plan on action being taken the Friday before Labor Day weekend when I leave for Asia. How sickening that I have to do this before the Labor Day holiday. Our system here is ailing and we have let ourselves get fat, happy, complacent and non-competitive. We must pay the price here in the US.

In tennis I played Dan, the 18-year-old son of Pk's friends who were over for dinner a few months ago. I figured he would be very good and I was hoping that the slow hard-tru surface we played on would help to negate the speed, toughness, endurance and accuracy I figured he would possess. When I got to the courts this morning, Dan was already there and as we warmed up, I realized that my assessment of him had been correct. He is young and an extremely good player. He barely lost his breath through the whole match. I played very well, used my spin/chop/speed game and my experience with the courts to help me stay in the match. I lost 6-0, 6-3, 3-1, but felt extremely good about simply surviving the match. We had a very good time. It kind of reminded me of the time I fought a kid in grammar school. I lost the fight but he called me later that night to congratulate me for having the guts to do it. I felt the same way about going on the court with someone like Dan. It was a lot of fun to test myself.

Wendy and I went to see her dad this afternoon. He had rallied right before Bunny passed away and was pretty lucid afterwards, but now he seems to be sliding into another world, not really knowing what day it is or much about the world around him. He seems resigned to existing day to day and it is sad to see. He does light-up when he sees me, which makes me feel really good about going to see him. It is hard to watch someone get old and lose touch, but in his case, I don't think he wants to be cognizant of the world around him since losing Bunny and is content to live in the moment.

My book signings have been going well. I got close to 400 done this weekend. I hope to have another 700 done by the end of next weekend and the bulk before I leave for Asia.

8/23/11

4:25 PM DST

My office, NJ

The east coast of the U.S. experienced an earthquake today. Here, it was just a little rumbling, though it was still a bit unsettling. It was the first time I had ever felt one. There was a similar affect about 50 years ago when a large oil storage tank blew up about 15 miles away from where I was living. It is amazing what you remember when a new stimulus hits.

It is a very difficult time, as I like the people who work here, but you can only do the best you can and if you can't accept the consequences, then it is time to quit. We will make our decision by the end of the week. It will be a terrible time. It is a simple problem: we have too much world-wide capacity and we should be fine as soon as we reduce our overhead, as long as the market does not get worse. If it does, we will have to adjust again later.

8/25/11

4:40 PM DST

My office, NJ

So far today I have laid off six people. There are two more to go and we are done. It has been a draining, lousy day and I can't even imagine how the people I let go are feeling. I know in my heart and my gut that we have to do this. I should have done it three months ago, but I still had hope for the economy to rebound. Now I don't.

8/26/11

4:14 PM DST

My office, NJ

Yesterday was one of the hardest days of my business life. After awhile, my stomach stopped hurting and I was able to relax and sleep last night. Tennis this morning was fun with a lot of hard hitting. I had breakfast with my friend and tennis buddy Nathaniel, who is a software entrepreneur and is doing extremely well. We get along because we have many similar traits, including our obsessive compulsive nature, which comes out in needing to complete tasks very quickly and requiring continual mental stimulation. It is hard for both of us to fit in when we are not in business situations, where the structure and ground rules are set and we mostly know what to expect. It is good to know people of a similar nature. Afterwards, it was back to the office where things have settled down and we are moving towards a new normal. We will miss the people who have left, but everyone will adapt. One of the hallmarks of the American workforce is the ability to accept and excel in a changing environment over long periods of time. We are also preparing for Hurricane Irene. It could be the storm of the century and none of us are happy about the potential problems that can occur. I hope no one dies.

The amount of damage could be severe with so many large trees, power lines and low lying areas nearby. Obviously, there is nothing we can do but try to prepare. The last thing I will do before leaving is take down the pictures on my office walls and put them in a safe place.

8/27/11

10:05 PM DST

Home, NJ

Hurricane Irene is working her way up the coast and is due to hit in full tomorrow morning. Right now we are experiencing a heavy intermittent rain. We have taken many precautions here and in the office and now it is time to try to relax and wait. After I went bike riding and had lunch, I decided that it would be a good idea to have a chainsaw and axe here at the house in case of fallen limbs and trees. I did not expect to find any due to the pre-storm spending spree by many people, but fortunately our local Sears store had both, as well as a sharpening file, so I feel even more prepared. I saw Jeff today. He seemed about a 7 on a scale of 1 to 10 for lucidity, which is pretty good and we had a nice conversation. Afterwards, I went to see my parents, who were also well prepared for the storm. By then, the rains had started so I stayed a short while and went home. I have no idea how bad it will be tomorrow. The winds could be anywhere from 40 to 70 miles per hour with 5 to 12 inches of rain. Obviously there is nothing we can do now but wait.

I am getting excited for my trip to Asia. We have the chance, albeit a small one, of creating something amazing with the Straits project. It would be the first privately built, sub-orbital commercial based surveillance network covering an entire body of water. I have to take it a step at a time. We have already gotten further than many would have thought possible, but we have to get to the next level.

8/28/11

6:51 PM DST

Home, NJ

I woke up this morning to a lot of rain, but the power was still on and the basement was not flooded. I thought we were past the worst when we lost our electricity early this afternoon. It is strange when you have no power and suddenly all those things you take for granted like lights, television and other electronically powered devices are gone. They leave a big void. I headed out on my bicycle to check our Maplewood facility for storm damage. There was not much there, which was a very good thing, so I pedaled over to our Millburn storage area and that was a flooded nightmare. Our landlord was working a pump to try to clean out the water. I already knew the condition from my friend David who uses some of the space there. We had been flooded out due to faulty township drains about 12 years ago and everyone thought it had been fixed, but obvious-

ly that was not the case and now we are in the same mess as last time. We don't have much inventory there, but I hope the other offices here have not had their computers destroyed. It will take a week for the insurance company and the professional storm cleaners to get everything back up and running. We have no idea when the power will be back here, but the good news is that it is reasonably cool outside so we have opened the windows and should sleep well tonight. Tomorrow morning I have tennis, if the club is open after the storm, and then it will be back to the office where there is power and we can get some things done.

My landlord Tim from Millburn did tell me some distressing news. His 55 year old brother Jerry had passed away two months ago from esophageal cancer. It is the same type my dad has, although he has been able to coexist with it. My father is an amazing man.

8/29/11

4:58 PM DST

My office, NJ

My tennis game was cancelled because the courts were under mud, so I rode my bicycle down to the Millburn building to survey the damage again. I went by the building I had originally planned to buy and another one I planned to rent and realized both had probably flooded; so much for my interest in them. The Millburn building looked as bad as before. After getting to the Maplewood Plant and making sure it was okay, Mike and I went back to Millburn to take a look at the storage area. The water damage ranged from 1 to 3 feet. After much back and forth with my landlord, we are having my insurance company check my lease tomorrow to see who should be responsible for the cleanup. Since this is the second flood there in 12 years, I am not sure how the insurance company will react, but I am hopeful that I won't have to pay either way.

8/29/11

10:10 PM DST

Home, NJ

Wendy took Alex to the airport after a fun last dinner together. He is very excited about going to Milan, but it was sad to see him go. I signed more books as I want to get as many done as possible before I leave for Asia on Saturday. I was working on them when I got a phone call from Tim from the Millburn facility. He had spoken with both of our insurance agents and they said it did not matter who he used if either company agreed to pay, so he hired a group to start this evening. He said he could not leave the building in the flooded state and wanted to get it done now so I should come down to tell him what to try and save. Since I well understood his urgency, I immediately drove over there. Uncle Dave and his nephew Jay were trying to figure out what to keep and what to throw out. I saw Tim, told him what to throw out from our side and then went

to help Dave, who had been joined by his girlfriend Janet. His space was a flooded mess. Jay and I finally organized and loaded our cars with enough equipment to get their office running at their house. It was a wild time packing and moving boxes, and not unpleasant since we were all working for a common good. I had a huge feeling of accomplishment when we had unloaded at Dave's house. I even turned to Jay and told him there are times in your life that you always remember and our adventure tonight would be one of them. Once back at the office, I saw Tim and his wife. He looked so tired he could barely stand and I told them that I would be back tomorrow. I am hopeful they will keep the right stuff and throw out the rest, but it is in their hands at this point.

I got word from my tennis partner that our club may be closed for awhile due to a downed electrical wire and we planned to play at the nearby public courts. I hope it is my worst problem tomorrow because it is a very small issue to deal with.

8/30/11

3:55 PM DST

My office, NJ

It was tough getting up this morning. I played tennis at one of the local high schools. It was fun playing on the public courts again. They were the same ones where I used to meet my first girlfriend and played high school soccer. Afterwards, it was back to the Millburn location, where they are slowly getting back into operation. I stopped for some food supplies and came back here to sell for the rest of the day.

The "experts" say we will not double dip into another recession because car sales are up. If they were so smart, they would be rich and not have to work as "experts."

8/31/11

4:33 PM DST

My office, NJ

Alice's family is having a big reunion and it is fun to watch her excitement and anticipation. Alex is now in Italy. He was feeling sick last night but seems better today and is in for a period of adjustment, as are Wendy and I. The space in Millburn has been cleaned, but unfortunately the insurance adjuster has not been there yet.

9/1/11

4:20 PM DST

My office, NJ

The president is supposed to give a speech on how to create jobs, but the Republicans made him change the date of the speech since it was the night of a Republican debate. The odds of anything good coming of this are dwindling rapidly and the chances for increased costs for me and other business owners is rapidly increasing.

Kayla called me and told me that she had a dream about Bunny last night where she came to our house on Thanksgiving. Kayla was outside and she gave her a hug, but when they went inside no one saw her. Later, Kayla saw her again as she was coming out of the house, where she hugged her and said goodbye. I believe in dreams and I am glad Kayla got to see her again.

9/2/11

4:14 PM DST

My office, NJ

As the week ends, the cuts we made to the overhead begin to go into effect. I will be much happier when we are running again at a healthy profit, which I hope will be by the middle of October. In the meantime, we keep attacking on all fronts.

My crew here looks a little battered, though not as badly as I do, but they know that the cuts we made were imperative and we can now move forward. I once received the excellent advice to cut big, cut fast and cut at one time so the worst is over quickly.

The government reported that no jobs were created last month, but the economists still insist we are not back in a recession, not that it matters what they say. I have already made my decision about it and feel much better than if I had waited on the layoffs and hoped for things to get better on their own. It is the start of the last big summer holiday here in the U.S. Ironically, it is Labor Day weekend, although things are not great for labor in general. The business world has stopped and won't get going again until sometime on Tuesday when people start getting back into gear. On the other hand, I am going to Asia where the world is in full business mode and I look forward to jumping in.

9/3/11

9:16 PM DST

Turkish Air Lounge, JFK Airport, Queens, NY

So far I have had a great day. I biked with Uncle Dave this morning. It was a beautiful late summer day. Then I had lunch with Wendy, Ben and Katie. Afterwards, we had a pleasant visit with Jeff. I played tennis with my wonderful brother in the late afternoon. After a very calm, peaceful dinner with Wendy, Mike the driver picked me up and we had a nice drive here to the airport. I was a little concerned about the possible traffic problems from the U.S. Tennis Open in Queens, but it turned out to be fine. I got through the check-in process easily. I am much lighter with my iPad as opposed to my laptop. I did have one minor scare. While I was working I did not realize that I was not connected to the internet and accidentally disconnected my files from the Cloud network. I called Mike and after getting help from a fellow iPad user here in the lounge to get online, I was able to reconnect and everything was fine once again. I will leave for the gate soon. As always, it was sad leaving Wendy and Bailey, but I am overdue to travel and am looking forward to being back on the road. It was great seeing Ben. He and Katie look very happy together.

9/3/11

10:20 PM DST

JFK Airport, Queens, NJ

I got a call from Wendy. Alex is in the hospital in Milan, Italy. They think that he might have a liver problem and will run another blood test tomorrow. If it is not good, Wendy will either fly there or we will bring him home for treatment. This is not good for any of us and a heck of a way to start his schooling abroad.

9/4/11

12:57 PM Turkey time, 6:57 AM DST

Although these are great, flat seats, I only got a couple hours of sleep. I am really worried about Alex and hope to have some information from Wendy as soon as I land. I have about an 8 hour layover and hope to get Internet and phone access. In the meantime, I have resumed editing for this year's book. I know we just launched my new one, but I don't like to fall behind.

9/4/11

4:11 PM Turkey time, 10:11 AM DST

I called Wendy soon after we landed and found out she had already booked Alex a flight home tomorrow. His spleen and liver were enlarged and one possibility is that he has mononucleosis again. The main thing is to get him home as quickly as possible so we can take care of him. One of Elana's contacts with the U.S. State Department is supposed to be check-

ing on him and I plan to call back within the hour. I am helpless from here, but I can't really do anything that Wendy is not already doing. I will be here for awhile, which should allow me to know what is happening before I take off for Bangkok.

I received the sad news from Pk that Kt's father passed away. We will plant a tree in Israel in his memory.

9/4/11

5:41 PM Turkey time, 11:41 AM DST

Turkish Air lounge

I spoke to Wendy, who had Skyped with Alex. As soon as he gets home tomorrow, she will take him right to the hospital. Paula will meet them there. Sleep deprivation is already setting in and I feel myself being more emotional than is probably necessary. I have already gotten a lot of editing done, but I am now reading the section where we brought Bunny and Jeff up from Florida right before she died. It was not a good time.

This lounge has been completely remodeled and has gone from being a mediocre establishment to one of the best I have seen. I will probably stay here another three hours and then take a walk before I end up at the gate. I have to recheck when my flight is leaving.

9/5/11

5:32 AM Thailand time, 9/4/11 6:32 PM DST

In flight to Bangkok

Hearing that Alex was coming home today and that a plan is in place was great news. It enabled me to relax, do a great amount of editing and prep for my Tuesday meeting with our potential "Straits" partner. I also watched part of two movies and walked. I am getting pretty tired, but this is a 9 hour flight where I am hoping to get some sleep, which should enable me to get through my meetings with the team from IJT.

9/5/11

In flight to Bangkok

The plane clocks are out, so I am not sure what time it is anywhere, but we have about 1:45 before we land. I have filled out my entry card and will take off my button-down shirt before we land so I am only wearing a tee shirt. I remembered that it is a long, warm walk to passport control and I will try not to get too overheated. As soon as I get to the hotel, I will exercise as time allows, shower and clean up for the evening meeting. I do not plan to leave the hotel so I will probably put on my suit, minus the jacket. I am seeing our IJT sales people for the first time and I want to make a good impression.

9/6/11

7:17 AM Thailand time, 8:28 PM DST

Thai Airlines Lounge, Bangkok, Thailand

The flight yesterday ended well. I got my suitcase and I was at the Intercontinental Hotel by 2:30 PM. Since time was short, I exercised in my room, cleaned up and was down in the lobby at 4:00 PM. Suwaleerat was there with her four team members and we spent some time talking about sales in general, my sales experiences and how IJUS and IJE could help them.

Afterwards, it was back to the gym, then dinner and getting to sleep early, which I really needed. I got up at 3:30 AM and called Wendy to see how Alex was doing. He had gotten back to the U.S. and Wendy had already taken him to the hospital. They were waiting for some test results. I went to the gym, ate and I called her again on the way here. He is being admitted for the night with an enlarged liver and spleen. Our friend Doug, who is a specialist in that area, will consult. Alex could not be in better hands, so I am feeling much more confident that he will be okay. I leave for KL in less than two hours. Unfortunately, Pk's father-in-law passed away and the funeral is today so I will see him tomorrow.

9/6/11

5:20 PM Malaysian time, 5:24 AM DST

Intercontinental Hotel, Kuala Lumpur, Malaysia

The flight here went well and I got to our potential "Straits" partner about a half an hour early. As I sat down to start writing in my log the boss came in and brought me into his office. The holiday of Ramadan has ended but there is a supplemental observance of six additional days of fasting and this was his second day. I have great respect for anyone who would go through both.

As we sat together his second in command joined us and I went over the information we had gathered and the conclusions we had made. The discussion covered creating the infrastructure necessary, how we would care a 24 hour/ seven days a week surveillance network that would cover the majority of the entire Straits of Moluccas plus how we would go about getting investors and customers. They read through the information I brought and they liked the concept, but thought it would be very tough to have everything happen at the same time because they are all co-dependent. Investors will not be interested unless we can show that we can build the network and get customers. Customers will not sign on until the network is built. Various governments would not agree to give us placement approval for our aerostats, ground sensors and drones unless they get something from us in return. I agreed it was a tough project, but that is why it has not been done before. We also spoke about who our potential investors and customers could be. Since we are going for a totally transparent system, it does not matter who subscribes. In fact, the

more who do, the better so everyone can keep an eye on everyone else. The Chinese could watch the Indians, who could watch the Japanese, who could watch the Chinese, etc. The more people involved, the better the chance that no one will try anything and the better the chance for a continued peace. Overall, they both liked the plan and said they wanted to move ahead.

After getting back to the hotel, I went for a swim and I am due to see Hing at 6:30 PM.

9/7/11

9:24 AM Malaysian time, 9/6/11 9:24 PM DST

I am somewhere in Kuala Lumpur at a hotel training to be on a board of directors in Malaysia.

Last night's meeting with Hing went well. He is a big help in keeping us on a good track and making sure we don't violate any corporate laws. We are accountable and always need to be reminded of our responsibilities to our shareholders.

There have been lots of emails back and forth to home. Alex may be getting out of the hospital tonight, even if they don't know what is wrong with him. They will run more tests and bring in an infectious disease specialist before he is discharged.

After exercising and eating breakfast, I met Allan and LC and we came here to this director's school. So far, they have been talking about our responsibilities as directors and what happens if we don't do what is needed, which are possible fines and jail time. They keep doing that to keep us listening and help scare us into compliance, and it is working.

It is a diverse group of people here; aggressive, smart and successful, typical of what you would expect for directors of public companies. I brought pretzel sticks from home and am eating them quietly (I hope) one at a time to try to stay alert. I am tired and don't want to fall asleep.

9/7/11

7:22 PM Malaysian time, 7:22 AM DST

Intercontinental Hotel, Kuala Lumpur

Class ended at about 4:15 today and it was good to be done. The information was useful and reinforced our plan to do everything by the book, up front and legally, so we will be fine.

After I got back to the hotel, I went for a walk, showered and had dinner. I hope to take a nap now and then I will see Pk at 9:30 PM.

9/9/11

7:09 PM Malaysian time, 7:09 AM DST

International Airport, Kuala Lumpur

I got up at 4:45 AM, which was not easy, exercised, ate breakfast, cleaned up and met LC and Allan in the lobby to taxi over to class. After

yesterday's director's class, people are starting to get to know each other and by the end of the half day of class today, I had made two contacts. Right afterwards, I went back to the hotel for a meeting with Pk to go over how we are going to handle the financing for the IJM share of the Straits project. I am waiting to hear from him now. I had some time to myself and went out for an hour's walk around the pool area, which was beautiful. I indulged myself by sticking my feet into the pool and lying on the deck area absorbing the glorious sun for a few moments. I know I was living on the edge, like drinking full strength orange juice, but these small moments mean so much to me and I treasure the little bits of peace when I can find them. I went back to the room to work and pack and headed here to the airport with plenty of time before my 11:30 PM flight. I will edit as long as I can and then relax. In retrospect, the trip has gone very well so far. Director's school is done and the Straits project seems to be gaining momentum.

The media is talking about a second global recession over here, including China. We will need to keep trying to create new markets. We cannot wait for people to send business to us.

9/10/11

2:09 AM Tokyo time, 1:09 PM DST

In flight towards Japan

We have about 5 1/2 hours to go and I am not feeling tired at the moment. This is normally the fun part of flights. The rest of the cabin is dark, most people are inside their own cocoons and time has stopped. It is very peaceful. I am listening to the Simon and Garfunkel's *Bridge Over Troubled Waters* album, one of my favorites. Back to editing.

9/9/11

9:02 AM Japan time, 9/8/11 8:02 PM DST

The flight here ended well. I finally got my boarding pass, though not without effort. I had to get through security, which was not easy without the boarding pass, change terminals and find the ANA ticket counter. I am now safely couched in their lounge. Amazingly, I finished the editing for my new book and I am up to date. Katie already has the first quarter and I can send her more next week. The question is what do I do now? I still have the flight home and no definite work to do. Maybe I will let my mind soar once I am on the plane, planning and plotting good things for the future, or perhaps I will be decadent and watch movies, sleep, eat and read. It will probably be a combination thereof.

9/9/11

1:17 AM DST

In flight, 8:58 hours from home

I took a nap and ate and now I am ready to think.

As I often say, the question is what do I want? It is something I like to define periodically to make sure I have goals and a plan to potentially get there.

What I want: Good paying jobs for my people. I don't want to have to lay anyone else off. Those jobs can be as they are now, modified slightly or radically depending on what happens in the near future. The newspapers now seem to be predicting at least economic gloom if not doom across the board. Either they are all right or, by the thought process of my dad, if everyone thinks something has to happen then it can't.

Regardless, our plan of attack does not change. We will go after more business from our current customers, their contacts and new customers. We need to keep innovating to create new areas and stay in the minds of potential buyers.

9/9/11

7:17 AM DST

In flight, 3:09 hours to go

I edited my goals from above. What I left off, which I hope would have been obvious, is that life for all of us after this summer returns to a more healthy, peaceful and happy time. More than once I said to myself that God must be preparing me for something with all that has happened. I have become tougher, harder and have had to do more soul searching over that time than in years. We are being prepared for a new road and I hope we are ready because our chance is now.

9/10/11

10:26 PM DST

Home, NJ Friday

I was back in the office by 2:00 PM and it felt great to be there. I had already showered, shaved, had lunch and seen Wendy and my son Alex, who looked thin and tired. I was there until 5:00 having a great time catching up and did not get really tired until I was driving home. I was able to get about 9 hours of needed sleep. Today I biked by myself, saw my parents, bought some perennial flowers for our garden, planted them and brought in Thai food for dinner. It has been a really nice day.

9/12/11

4:22 PM DST

My office, NJ

Yesterday was a lot of fun. I went walking with my brother. His tennis elbow was bothering him so we took it easy. Then I went biking, had

lunch and went to visit Jeff. He is on a new medication and after he fell asleep the fourth time while I was talking to him, I decided it was time to let him rest. I signed about 200 books, had a peaceful dinner with Wendy and watched the end of the women's final in the U.S. Tennis Open.

Alex is feeling better and due to return to Italy on Wednesday. It is really good to see him back to his old self. I plan to sell his car to the dealer tomorrow since he won't need it anymore. There has been a lot of emailing back and forth with Ben and Pk regarding the fate of IJT.

I woke up to a beautiful late summer morning and had a wonderful tennis game. It is strange how my body loves the weeks off when I travel and the aches and pains mostly disappear until I start playing again. It is probably a good thing I usually leave my rackets at home when I go on business trips.

9/13/11

4:35 PM DST

My office, NJ

I went to my dermatologist today for a checkup and I am fine! She is the first in a group of doctors I will be visiting for the next month, all precautionary, I hope. Prevention is the best course.

9/15/11

Aprox. 4:30 PM DST

My office, NJ

Yesterday and today have been filled with more selling and marketing. Today is Jeff's 81st birthday. We are having dinner with him tonight. Lots of frustrations everywhere.

9/16/11

4:40 PM DST

My office, NJ

Sales seem to be improving enough that I may not worry about them all weekend. The personnel cuts we made are starting to show in our payables and I am hopeful that we will be back to the break-even point by the middle of next month. Then we can concentrate on making money again and maybe then my mind can achieve some level of calm. For all those who think being the boss is easy, the last four months should paint a more accurate picture. I would not want to give up command, but it does have its costs.

9/19/11

4:13 PM DST

My office, NJ

There seems to be a pattern within myself when an outside threat occurs. The first is fear, the second is defining the situation, the third is

creating a plan and the fourth is engaging the plan in a fit of absolute rage, resulting from the realization that anyone would attempt to hurt us. Someone may be getting ready to sue us. We are preparing to meet the challenge.

9/20/11

3:39 PM DST

My office, NJ

Brett ran the first outside test for the adhesive removal system and it worked. I love it when a theory actually pans out. Now that we have proven the concept, the next stage is figuring out a delivery system and making it operable by a single worker. More changes in my tennis schedule; my Tuesday tennis partner is moving to Florida and I have already replaced him with another top-grade player. My poor brother's tennis elbow is worse, so I will play with someone else on Fridays and he and I will walk outside on Sundays.

Italy had its financial rating downgraded today and the International Monetary Fund has downgraded its forecast for the U.S., but the stock market is up along with the rest of the world economies. Everything is crazy; it makes no sense.

9/21/11

4:03 PM DST

My office, NJ

We are receiving interest in our new adhesive removal system. Below is the description I put together. I don't think we can make money on the system itself, but we can use it as a vehicle to have people buy our labels to replace the old ones they removed.

"The Adhesive Removal System" was set up to take care of the problem of removing long term labeling on metal and plastic surfaces. Through a customized process, we are able to temporarily crystallize adhesive and ink and remove them quickly and cleanly. We are perfecting the delivery system now so that one operator can handle removing labels from even large surface areas. With the amount of potential savings, both from the speed of the removal and the ability to utilize parts that would previously cost too much to clean, we believe our system will save a great deal of time, labor and actual costs. Our plan is to license our system to companies and in exchange we would get all of the label business involved.

There is more talk of debt default for Greece and their removal from the Euro zone. Other countries are expected to follow. It would probably mean a general inflation of all currencies worldwide to solve the problem. If everyone does it, then the theory is it won't be too bad. Personal hard assets would be the only way to stave off the devaluation. Long term debt would also be good because you would be paying in inflated dollars. I don't care, I don't want the debt.

9/22/11

4:50 PM DST

My office, NJ

The stock market here in the U.S. dropped 391 points today; talk of a double dip recession and worse are now being heard. It doesn't help. We figured it would happen, so nothing for us has changed. We are pushing forward for new sales and customers while still cutting costs.

If the world continues on its current course, then there will be giant amounts of money available worldwide and people will not know where to invest.

9/23/11

5:02 PM DST

My office, NJ

Greek banks are talking openly of default, the stock market stabilized for the day, a recession mentality is back in the country; all bad signs. There has been no word back from potential "Straits" partner. If I don't hear anything by Monday, I will check back with them. The world is unsettled. I hope we are ready to take advantage of the confusion and potential for huge change.

9/26/11

4:23 PM DST

My office, NJ

I went to the urologist today, which is always a scary time for me considering my family history. All is okay for now and I am due back there in six months. It is a fantastic feeling to have that behind me.

We are working on a new invention to render medicine bottle labels unreadable so they can be thrown out with no risk of the information on them being stolen and used fraudulently.

9/27/11

4:33 PM DST

My office, NJ

More selling, more marketing. It feels very good to be done with my medical appointments for the next six months.

9/28/11

4:22 PM DST

My office, NJ

Today I went into New York City with Mike the driver. My mission was two-fold. First, to potentially see Mark from WOR Radio and wish him a happy Jewish New Year and also keep our contact there alive. Then I planned to have lunch with my new mentor Bruce. According to Mike, the traffic going in through the Holland Tunnel was greatly reduced be-

cause of the extremely increased toll rates for the Hudson Tunnel, now \$12. We breezed into Manhattan and had enough time to stop by the radio station. Mark was nice enough to come outside where we could pass a few nice moments before we both had to get going. He is very interested in the Straits project and I am hoping for some good radio coverage on it if it happens. It was uptown from there. We were a little late because I had cut it too close going to see Mark and there was traffic. I did email Bruce, but there was no problem even though he did not see the email before I arrived. He was very happy I had made the effort to come in and we spent the next 90 minutes talking about everything from the effects of losing my wonderful mother-in-law to the Straits project to world politics. He is not only very successful but comes from a different viewpoint. I found him extremely interesting and we had a very pleasant time. It is always good to get council from someone who is where I want to be financially. He was very forthcoming with advice on how to proceed with the Straits project and where we can potentially find investors. From there, Mike and I dropped him off at his hotel as he is returning home to Florida tomorrow.

We were back here by mid-afternoon. I am leaving soon for dinner and the late service for the start of the Jewish High Holy Days. Peter, my second in command, is already there getting ready for the first service. I think we are well prepared, but that remains to be seen. I am hopeful we can also pick up some new ushers for next year. You can never have too many people.

9/30/11

4:28 PM DST

My office, NJ

The High Holidays ushering went smoothly two nits ago and yesterday. Our teams were great and we had no problems. Last night Wendy and I went to Myrna and Norman's house to celebrate the holiday. I picked Jeff up from the facility and he was not having a great day. His hacking cough was causing concern, so I tried to make sure he would be checked when I brought him back. Barbara and Cliff were also at the party, just back from visiting Barry and Claire in Paris with Jess, Joe and their son Cooper. They had a wonderful time. Cooper is the delight that has made the last few months much more bearable for the family since Bunny passed away. He is in constant motion, smiles all the time and has a wonderful personality.

10/2/11**7:07 PM DST****Home, NJ**

I keep thinking that my weekends are going to calm down, but that doesn't seem to be happening. Yesterday I bicycled and we had dinner with our friends Mitch and Carla. I biked again today and then went walking with my brother. It was a beautiful early fall day. Yesterday, work was centered around problems in Europe and today was focused on various family issues. Perhaps I am getting a little run down and a few days off would be good, but I don't see that happening for awhile.

There is virtually no activity in China, as they are on a week long autumn holiday. I hope Ben and our team there are enjoying it. Sales for September were okay. If we had not cut back, we would have lost money again. I am hopeful that we are back on the road to profitability and we can start building again. One thing is for sure: we are not spending a lot of money on anything that is not related to our core business. We will hold off on hiring anyone back until we are straining with overtime for the people we have. I have no intention of putting us back into overcapacity anytime soon. If the rest of the nation follows our lead, then the unemployment rate is not going to decrease significantly any time soon. This is a very bad thing for the people we laid off. Our president, the senate and congress do not seem to have any answers as to why the stock market keeps swinging so wildly, nor does anyone else in the rest of the world. We will stay on the sidelines and watch to see what happens. We will put out effort not cash; a general ideal from my father and good counsel when things are as tough as they are now, or as hard as they might become.

10/2/11**9:42 PM DST****Home, NJ**

My dad called earlier. His friend Norman Summers, a cantor from our former Synagogue, is very ill with dementia. He has stopped eating and is now institutionalized. His prognosis is bleak, with probably not a lot of time left. There was little I could do except pray and offer to speak at his funeral. Here is what I plan to say:

"The earth is the Lord's and the fullness thereof."

"Say it again, louder," said Norman.

"The earth is the Lord's and the fullness thereof, the world and they that dwell within," I would say again, and so it would go for weeks as I prepared for my Bar Mitzvah more than 40 years ago. Cantor Summers was my coach as well as a family friend and I have known him all of my life. I got to know a few sides of this multifaceted man. Two I admired most were as a friend to my parents and as a lover of music. Back when I was in high school, playing the clarinet provided many opportunities for unique adventures and one of them was backing up Cantor Summers singing for an Israeli Exposition at our Synagogue. The preparation was rapid and intense, but his love of music, his passion for Israel and his drive for perfection was always evident. I also remember one of my parents' anniversary parties where he stopped the entire place, even though we only had a few tables, so he could pay tribute to my parents and sing them a song. By the time he finished, all of the patrons were involved, inspired to join us in celebration. He was a man of great passion for his work his family, and an inspiration for all of those he touched. It was an honor to know him.

10/3/11

3:47 PM DST

My office, NJ

I am now scheduling a daily Skype or telephone call with our people in Europe on most business days. It will help them focus and maximize our chances for more profitable business there. The rest of the day was spent doing paperwork, pricing and selling.

Greece says it will have more debt next year than they thought and markets are down in general.

10/4/11

4:50 PM DST

My office, NJ

I made reservations for Wendy and I when we go to Europe. I will leave on the Saturday after Thanksgiving and she will leave the following Tuesday. My plan is to land in Paris, transfer to Milan, take Alex and his friend out to dinner then go to Germany and the Netherlands. I hope to be back in Paris by Thursday night or Friday morning to spend the weekend with Wendy.

The bulk of the day was spent in paperwork and sales, as usual. There is no substitute for doing the grunt work. There has been more bad news from European banks and the U.S. government is now close to saying we are back in a recession. I want to get to the bottom of this quickly so we can start improving as a world again. The protests against Wall Street are growing, although I don't see what they will accomplish. Calling for a redistribution of other people's wealth is always an easy thing to shout, but a very hard thing to achieve.

10/5/11

3:18 PM DST

My office, NJ

This morning I had lunch with Nathaniel, one of my tennis buddies. He is a software entrepreneur poised to make many millions of dollars. As one crazy man to another, I like his off-center points of view. Then I had a meeting with two people at Alcatel-Lucent to talk about increasing the use of the model lab we run for them and doing more label business. I am also hopeful we can become a member of their new cost reduction team. It would be great for them to get a free outside perspective and also increase the potential business we might get from it. I got to attend a tour of their facility where lasers, calculators, photovoltaic cells and many other amazing inventions were created. I also got to experience their silent room, a place where there is virtually no sound transference.

Kayla called me. It is always a pleasure to hear from her. She is coming home for the Jewish holiday of Yom Kippur on Friday. For now, I am leaving for my standard Wednesday date night with Wendy.

10/6/11

4:43 PM DST

My office, NJ

Steve Jobs from Apple died yesterday. He was a visionary who only saw what could be and ignored the perpetual inevitability of a certain degree of failure. His products have directly benefited my company and my family, his presence on this earth has made a positive impact worldwide. What better thing can you say about anyone?

Mortgage rates here in the U.S. have dropped below 4% for a 20 year mortgage. It is amazing that it could be that low. It is a fantastic time for anyone who wants to risk buying a house or apartment. I would think this would spur a housing boom, but this economy is not rational, so who knows what will happen.

10/7/11

4:42 PM DST

My office, NJ

Tonight marks the start of the Jewish holiday of Yom Kippur, our Day of Atonement. It is the most solemn day of the year and I do not work during it. I will leave soon for home to get ready. It is good to think about the year past and what is coming. Some things were great, others bad, but I will try to be better in everything.

10/9/11

5:06 PM DST

Home, NJ

Friday night and yesterday went well at Yom Kippur services and

there were no problems for our usher team. We moved thousands of people with no complaints, so I was very pleased. We had the breaking of the fast. I had drunk water and had medicine, so I cannot say I actually fasted. We had a big, wonderful meal. Jess, Joe, Cooper, Kayla, Wendy, Barbara, Cliff, Ben, Katie and their friend Neuman were there and it was a great time. Jeff was not doing well, so he was not there. Wendy, Kayla and I Skyped with Alex later last night. He seems to be fully recovered and enjoying Milan. We are looking forward to seeing each other next month. We still don't know what kind of virus attacked him last month.

This morning I walked with Ira and went biking. I was tired from yesterday, but I still did most of my normal Sunday route. Then I went to see Jeff, who was very sad. We spoke about getting a dog for him and he asked me to take him to see some, so I called Kay and we took him to a nearby shelter. I also wanted to see how mobile he was, so we took his walker and he made it from the car into the facility. He was very tired by the time we got back, but it was good to know he can still move around and could go into and out of our house using the steps in the future. He goes into an altered state of reality, thinking that Bunny is still alive or that he is in another place. Sometimes he isn't sure what is going on. I used to correct him, but now I let him live in whatever time and dimension he chooses. It is his way of coping, so I will let him be. He agreed after today that it would probably not be good for him to get a dog right now.

Wendy, Kay and I are scheduled for a 6:00 PM dinner of excellent leftovers from the week and then Kayla is going to her cousin Jessica's house so she can be in position to babysit Cooper tomorrow morning. She is due back tomorrow night for dinner and leaves for school on Tuesday morning.

10/10/11

4:15 PM DST

Monday, Columbus Day, NJ

We had an ISO-9001 quality audit today, which went smoothly with no issues. We have a fantastic team here. It is another holiday here in the U.S. with no mail or money wires and a good number of people took the day off. It just makes it harder to do business.

10/11/11

3:47 PM DST

My office, NJ

In the interest of cutting costs, I want to close the storage facility we have in Millburn. I emailed the two companies we are helping with space and next week I plan to offer the landlord a buyout as of the end of this year. It will cost us in the short term, but it will be good to get the monthly charges off our backs.

Speaking of landlords, I saw the landlord of our Maplewood facility as I drove in this morning. The negotiation for a new lease here has been going on and off for months and today we made significant progress even though we were not directly talking about money. We talked about the benefits of our current space, the overall economy and some rent parameters for the future. I am hopeful we can come up with an agreement by the end of the year.

With the costs of the rising Chinese Yuan, plus freight and taxes, the U.S. is rapidly becoming more competitive. After the last few years of being battered, it is a welcomed sign.

I booked flights for Alex to come home in December and then go back to Milan with Kayla. They plan to travel for a week before she goes to London to study for the spring semester. Frequent flier miles are a wonderful thing.

10/12/11

3:17 PM DST

My office, NJ

Email on my Blackberry was not functioning. It turns out there is a problem worldwide. They say it is a technical issue, but I wonder if it is a cyber attack?’

I had lunch with John Nicholas today. He is a friend and a financial advisor. Wendy and I are thinking of utilizing his services for some of our own investments and I will check with him for help finding investors for the Straits project. I hope he will be a valuable addition to our team.

I have a headache right now and it is becoming harder to keep typing. I have already had two short naps and I will try for a third now.

10/13/11

4:40 PM DST

My office, NJ

In various cities across the U.S., the Occupy Wall Street protesters are occupying various financial centers in protest against various things like lack of jobs, corporate greed and banks manipulating everything. While I can understand their frustration, their idea of redistributing wealth they did not earn or create does not sit well with someone like me, who has worked hard all their life to get to where they are now. If they think I am going to eagerly give up the savings I have acquired or hugely increase my taxes for their benefit, they are sadly mistaken. While I agree times are extremely tough, I am one of the ones trying to bring in enough business to bring back some of the people we had to layoff. I am not the enemy, but if they choose to attack and draw first blood, they will find people like me to be formidable opponents.

10/14/11

4:27 PM DST

My office, NJ

It has been quite a day, starting early this morning. The stock price for IJM has gone up about 33% in the last five days. We are trying for more business from Alcatel-Lucent, one of our bigger customers. It is always a tough process to break into new areas, but between the model shop we run for them and the design areas we can help them with, I am hoping we can do more sooner rather than later. I am ploughing through our database, sending sample kits and prowling for new business. The month is looking good so far. It is hard to pinpoint an exact correlation to my efforts, but I know from experience that they will produce results.

10/15/11

3:09 PM DST

Home, NJ

It has been a beautiful day here in New Jersey. The trees are turning bright colors, the temperature is in the 60°F and the sky is partly cloudy with an occasional burst of wind. After a good night's sleep, I bicycled this morning, which gave me lots of time to think. Part of my meditation process when I exercise is to let my mind go where it pleases. Often this is a good time to sort out various problems or puzzles in all aspects of my life. One thing I thought about was why people were buying our stock in Malaysia, making it go up so much and so quickly. In the end, it is speculation and I will probably never find out. Regardless, it is clear that if I don't close the deal with our potential "Straits" partner soon, not only will my people lose interest, but they will lose some faith in my ability to close massive deals and that is something I don't want to happen. Once you start to lose faith in your leader's ability, his passion becomes less infectious. Not having a deal go through is one thing. Having it linger and die a slow death is much worse, so we need to move on the project now or stop it soon so it doesn't cause irreparable damage to our team's psyche.

After biking and getting cleaned up, I went to lunch with my mom. We spoke about the world, U.S. politics, the Straits project, our family and lots of other stuff. She is very sharp and tough and I like to get her opinions and perspectives. They are still very relevant.

Afterwards, it was off to buy a specialized type of water bottle at a pet store. Elana asked me to design a way to get the advantage of an Epsom salt bath while taking a shower. I think I figured out a way to create a dispenser for liquid Epsom salts that would be simple to use while showering, but I need some parts from the office to try it out later in the week. Then I went to the plant store, which I keep saying I am not going back to, since I am done spending money for the season. It is obvious to everyone that this is not the case. On the other hand, it is a harmless vice and my wife likes the way the garden looks. I may even go back before

the season ends; no one will be surprised.

I came home, transplanted some flowers to make room for the ones I bought and now I am relaxing out here on the porch and the weather is absolutely gorgeous. I am listening to Christmas music (I have always liked it all year round) and will probably drift off for a nap soon. I am reading a biography about Bernard Baruch, a stock investor known as the Wolf of Wall Street during the early to middle part of the last century. It is fascinating to read how he made his money and built his career.

10/16/11

6:41 PM DST

Home, NJ

This was the last day to play tennis outdoors, the courts are being closed for the season. I went biking and visited Jeff after lunch. We had gotten a phone call earlier saying he had been upset and confused and I was concerned when I went in. He was unsure about specific dates and turned down my request to take him out for ice cream. I went to see the nurse on duty and they were going to give him some medication right after I left. Then I went home to pick up Wendy so we could go see Rachel, Jeff and their baby, Jacob. It was a nice visit. Jacob is very cute, as is their new puppy Cocoa, who they brought home to keep their other dog, Ivan, company. Both are the same mix of Pit Bull and Labrador Retriever. Although Cocoa is still only about 15 pounds, she is holding her own so far and the two seem to be getting along well. In fact, they are tiring each other out, which is a good thing for the household. Irene and Rebecca were also there and it was good to see them. We are all excited about the upcoming Hanukkah party in December, which is going to be at our house for the first time.

I had forgotten to give Jeff a winter coat earlier, so I went back to the facility later in the afternoon. I found him in the living room area with a bunch of other people in a much better frame of mind. I put on the Giants football game and we sat and watched for a while. It was good to see him in better spirits and much more mentally alert. The nurse I had seen earlier said the amount of times he might be unclear would probably continue to increase.

Finally I went back home, where I cooked dinner and now Wendy and I can relax for the rest of the evening. We heard from Kayla, who is back at school after going to Vermont for a wedding over the weekend. She had a great time. Alex is back in Milan after his visit to Paris to see Barry and Claire. We hope to talk to him tomorrow.

10/18/11

4:31 PM DST

My office, NJ

Al's father is having health issues and her family is dealing with them

similarly to the way we are taking care of Jeff. The preparations by my parents so far has enabled them to remain independent and they are very happy to stay that way as long as they can. I remember watching my grandfather get old and now seeing my own parents age is sometimes sad. However, the fact that they are still here, are mentally with it and able to enjoy life heartens me both for them and for my family and I in the future. The thought of death now comes much more regularly with the sickness of our relatives. I am comforted greatly by my belief in reincarnation and the hopes that the next world will hold the same chances for self betterment and opportunities to help others. I love my life and hope that my fear of death remains subdued for now. It tends to elevate every time I go to the urologist, but it is not his fault. Kayla called me. She is a wonderful young woman with a unique combination of attributes and talents and it is always a joy to hear from her.

The U.S. stock market is once again going up because they think European banks will handle the euro crisis. I am not so sure, but it doesn't matter. Our stock market is based on many multinational companies and they are doing well worldwide, even if they are not here. They are largely unaffected by domestic problems like high unemployment, so there is no reason why some could not prosper. Our stock has been doing well the last few weeks. I wonder if someone is trying to buy up part of the company?

10/20/11

11:04 AM DST

Dr. Brown's allergist office, Summit, NJ

Since the last time I ignored my symptoms I ended up with an emergency appendectomy, my wife rightly advised me to check out the recently constant problem of the feeling of being stuck with hot, itchy needles between 10:00 PM and 2:00 AM. Besides being a friend, Dr. Brown is one of the best in his field and I have complete faith in his ability to figure out what is going on or simply attribute it to various allergies, give me some medicine and send me on my way. I don't like taking time off from work, but it was the best time to do it and since I am technically working most of my waking day, I have no problem doing it now. I am happy to report we are hiring back two of the people we laid off last month. They are in the press area and we are now busy enough to take the risk in bringing them back. I hope to rehire others soon. Meanwhile, our stock hit .19 last night, which means it has now risen more than 50 percent over the last 4 weeks.

The U.S. and world stock markets keep going up and down in reaction to the European debt problems and eventually something will have to be worked out. We will probably never know the whole story, but we will have to deal with whatever they decide. I emailed with Ben this morning about preparing for our trip next month. We will also go to Singapore

and maybe Penang. Our new sales manager, OH, should also be there so we can spend some time together with him. I am looking forward to the board meeting and finding out what is going on in all areas.

I have "white coat syndrome," which means whenever I enter a doctor's office, my blood pressure goes up. I am not very comfortable here and I hope the doctor comes in soon so I can leave. His people are very pleasant, as is he, so it is not so bad. I will try to be patient, though it is not always one of my stronger traits.

11:51 AM

Same place

The doctor was, as I expected, thorough, very pleasant and highly intelligent. We traced back the itching problem. I am going to try to sleep with the bedroom door and window open and the fan on, as I could be allergic to the carpet. I love a plan. Onward, back to the office.

10/22/11

4:17 PM DST

Home, NJ

Our porch

It is about 60°F and chilly out here, so I am not sure how long I will be staying. Still, it is a beautiful day. I have a winter coat on and Bailey is nearby, adding some warmth. I biked this morning and loved it. Afterwards, I brought lunch over to my mom and dad and then my dad and I took a walk around the pond in their complex. The leaves were turning to their fall colors and it was a very pleasant time. We talked about the family and the expectations and hopes he had for the three of us as kids and what Wendy and I have for Ben, Alex and Kayla. We can hope, pray and exert whatever positive influence we can, but in the end, it is up to the individuals. He and I, as fathers, have to accept everyone as being in charge of their own destiny and simply share in the joy that life can offer. He and I have both been very fortunate. We understand that and are continually grateful for everything we have.

Wendy, Barbara and Buz are at Bunny and Jeff's house in the Berkshires. They have begun the unenviable task of cleaning out the house and getting it ready for sale. They are beginning with Bunny and Jeff's bedrooms. I can only imagine the memories washing over all of them right now and I am anxious for Wendy's call later to make sure she is okay. What makes it even more difficult is that once they are done with this house, they still have the place in Florida to deal with. It is going to take some months to end.

The flooding in Thailand continues to worsen and I found out there are no flights I can transfer to in Singapore or Kuala Lumpur. I will now try Hong Kong and maybe Shanghai and if neither works, I may hope for the best, figuring I will make new arrangements the week I am there. That is

not really the way I like to plan, but sometimes I have no choice.

In world news, former Libyan dictator Muammar Gaddafi was killed this week. The rebels say there will be national elections within a year. The U.S. is pulling all troops out of Iraq. The report is that the prime minister there said that he would not grant amnesty to our troops, so we are leaving. Our government has warned of potential terrorist attacks by Somali extremists in Kenya. Kayla wanted to go there on a Cornell sponsored study trip, but I think it will take a lot of convincing before we allow that to happen.

10/23/11

3:47 PM DST

Home, NJ

Sunday afternoon on our porch

Wendy is back from the Berkshires. She, Barb and Buz were able to begin the difficult process of cleaning out the house but a lot more still needs to be done. The next trip will probably be made with all of the spouses.

It was another beautiful day here. I walked with my brother in the nearby woods this morning because his tennis elbow was bothering him. Then I went biking and headed over to see Jeff. He desperately wants to have some control over his life, but his dementia makes that all but impossible. All we can do is see him frequently and try to get him as much freedom as possible within the facility.

10/27/11

9:31 AM DST

My office, NJ

The euro zone governments have come up with the bailout plan for Greece, which is to force all banks holding Greek debt to cut its value by 50%. This, in addition to the debt rating devaluation of the U.S. and with another coming, is the next positive signal of a world currency devaluation to cover all of the bad debts worldwide. Basically, this would inflate all currencies in order to absorb the debt and make it go away. It simply means that everyone's money will be worth less and hard assets will be worth more. It is very slick the way they are doing it. The vast majority of the world won't know it is happening or try to stop it. It is better than the whole system crashing, but it does reward those who have extreme debt and punishes those who have none. I guess you can look at it as simply a new worldwide tax to keep the system going.

10/30/11
3:43 PM DST
Home, NJ

The weather report had been correct. Our area was hit with an extremely rare October Nor'easter snow storm yesterday. The U.S. Northeast and mid-Atlantic states were not ready for it. To be fair, even an early storm would not normally be seen for weeks. There were a lot of fallen trees, strewn limbs and downed power wires. This resulted in many power outages and blocked roads last night and this morning. Wendy went into Manhattan as scheduled to see Hugh Jackman in his one man show on Broadway. She had missed his last appearance because of a snow storm and she was not going to let it happen again, so she took the train instead of driving and had a fantastic time. However, our scheduled dinner with Ben and Katie in Manhattan was cancelled because of the storm and it took Wendy a while to get home.

I shoveled once yesterday and while outside, I could hear tree limbs crashing down from the weight of the snow on their leaves. The combination was too much for many and the resulting damage was extensive. After a good night's sleep, I started shoveling, chipping at the ice and using my new ax on fallen branches. Two and a half hours later, the driveway was clear and the fallen branches were trimmed and moved from the driveway and the neighbors' lawn. The only thing left to do was have someone come to fix our neighbors' fence where our tree had damaged it. I am not sure if our town will pick up the piles of branches from the curb, but if not, we will find a way to get rid of them. All in all, we were extremely luckily with the small amount of damage and it has been a beautiful day.

Wendy and I went to see Jeff today. He wants more freedom in his life at the assisted living facility, so we are trying to get him more options. Since he is not very mobile, it poses a lot of roadblocks, but we are trying to work within the facility's system and Jeff's wishes. My wife and Barbara are very patient and extremely good daughters.

I spoke to my parents, who had a small dinner party last night. They had a great time but were understandably tired today. I cannot tell you how happy we all are that they live in an apartment with an elevator that enables them to live by themselves, in a nice and safe environment.

The reports from Thailand seem to indicate that the floods there may have crested, which means I should be able to fly there for my next trip. It will make my life a lot easier if I can get in and out of there easily and maybe even see our team, but I will wait and adjust my plans as needed.

It is now late Sunday afternoon here and markets in Asia will open soon. My guess is that the stock markets will see the bank solution in Europe and world stocks will now go up for the next year.

10/31/11

4:30 PM DST

My office, NJ

Halloween evening

I always liked this holiday. The autumn trees turning colors, leaves falling, kids dressed in costumes often without jackets because the weather is mild. However, this year is definitely different. Although it is 53°F, there is snow on the ground, lots of downed electrical wires in certain areas and it feels more like Christmas time.

Wendy's sister Barbara has moved in with us until they get their power back and we won't know about Cliff until tonight. He may want to spend the night with their dogs at their house.

11/1/11**4:42 PM DST****My office, NJ**

I had made the crazy assumption that the debt solution approved by the euro zone countries would be approved by the Greek government. That is not the case. Their prime minister has decided to put the question to a national referendum, and judging by the plunges in the world stock markets, few will pass it. If it is not passed, the odds are good they will default and leave the Euro Zone. Other countries will probably follow. Politicians never cease to amaze me. If their jobs are at stake, as they are in Greece, they will do anything to try to save them.

There is a new standard coming into place for the Americans with Disabilities Act and we are gaining new braille decal business from it. I am hoping it will also lead to other types of business in the Automatic Teller Machine area.

11/2/11**4:55 PM DST****My office, NJ**

After the tough day dealing with issues in Europe yesterday, I needed some outdoor exercise before dinner and happily the branches from the storm needed to be moved from the top area of the driveway down to the front of the lawn. The weather was perfect, in the lower 50'sF, and I loved doing the job. I also propped up the section of our neighbors' fence that was damaged and it should be repaired this week. I did not want it lying on the ground staying wet. It was quite an effort to prop it up alone, but I relished in the effort and it seems stable for now. Once done, I was able to eat dinner with Wendy and Barbara, as her house still has no power and I was mostly calm for the rest of the night.

11/4/11**3:59 PM DST****My office, NJ**

The weather has turned extremely pleasant here in NJ. The weekend looks good for biking. It is Friday afternoon and things are calm for the moment.

There has been more work with the Dutch attorney regarding IJ Europe. It looks like most, if not all, of the outstanding issues will be settled at a combination stockholder and company meeting when Mike is there at the end of this month. There is a lot to go over and I will leave most of the last day I am there to finish as much as possible.

I am going to Asia after midnight next Friday. I am leaving soon to get my hair cut so it will look good when I am there. I am getting the feeling of a general revolt against the Occupy Wall Street protesters worldwide. They are being seen as another version of the hippies of the 1960s here in the U.S. They are rebelling against everything, including wanting free education and being considered as an entitled class who should get high paying jobs in the specific area of their passion. Enough is enough and their "tent cities" should be cleaned out. They should not become a blight on the areas they inhabit or a disaster for the small businesses they impede with their presence. Some compare them with the Tea Party, but they don't ignore the privacy and property of others.

11/7/11

4:21 PM EST

My office, NJ

Mike is now in charge of IJE in addition to IJ Mexico. While it is extremely stressful for him, it will give him valuable experience in dealing globally. It will definitely help us in the future and allow AI and me not to be directly involved.

11/8/11

3:47 PM EST

My office, NJ

Sometimes I am in a position to do a lot of good very quickly.

Someone from my Temple asked to see me today. He was a real estate attorney who went through a rough set of circumstances and has been left with nothing. He has been disbarred, can't practice law, can't get a job and he is 55 years old, with very bleak prospects. After listening to the whole story and fighting back the urge to cry for his horrible predicament, I came up with this idea.

In virtually every situation, there is a silver lining. The first thing I normally do is utilize the "invention circle" idea, thinking in the opposite direction for a solution when a problem seems insurmountable. In this case, what can a disbarred attorney do; how can he be of service to others and make a living in the process? The answer is simple: he can help others avoid falling into the same traps he did. He will never be seen as a threat to anyone, only as an example of what not to do. People will not only feel sorry and want to help him because he is no threat, but he can actually give them advice that will help them. Below is what I sent the owner of the other NJ location where we have space. Coincidentally, he also has a real estate school where a course about something like this could be useful. We also have extra space there where my friend can have an office for a year. A good thing for all? We will see but it was a really good feeling to give him the chance for a new life.

Hi Tim,

I hope all is well. I have an unique opportunity for you.

Watch out when I say unique!

I have a friend who is a former real estate attorney who lost everything when he tried to save a client using trust funds. He paid it back out of his own pocket and still got disbarred. I was thinking he could put together a real estate course on:

- 1. The basics and beyond of real estate law*
- 2. How to stay out of trouble*
- 3. Where the money is in this environment*
- 4. What to tell and what not to tell your clients*
- 5. People you should avoid*
- 6. Tell-tale signs that you are in over your head*

Attached is his resume.

I am giving him your contact information. Please talk to him and see if you can give him a starting point. He has had a tough time and his bad fortune can not only mean a gold streak for your students, but also a new revenue flow for you.

I have also offered him some of my space downstairs. Please show him what is available and then give me a call when you are done.

He is putting together an outline of the course he is planning and will call you on Monday to set up an appointment. I am copying him on this email.

He is a good man, as are you.

*Regards and thanks,
Andy*

11/9/11

3:50 PM EST

My office, NJ

The problems with IJE and the incredible amount of time being taken from Mike and Al has gotten me to the point of barking at my own people from the utter frustration I feel. It will not stop me from seeing the potential good in people, but I will enjoy cleaning up this mess first, storing it away in my memory and learning from it as quickly as possible.

The stock market is down about 380 points, Italy is now on the verge of needing a bailout and Greece is not settled, but our stock is doing fine for now. Strange how things work out. I am going to switch modes and begin more selling for Europe to pick up the slack created by IJE. I go to Mexico in January.

11/10/11

3:16 PM EST

My office, NJ

We began doing employee reviews today. Although we cannot afford bonuses and raises at this point, our team felt we should do them anyway. Our people are the best and it shows in their reviews. I told them that as soon as we could, we would pay them more. They are worth it. Unfortunately, with the losses at IJE and the general economy, it may be awhile, but it is still good to let our people know how good they are. Never heard back from my friend the attorney I tried to help.

11/11/11

9:31 PM EST

British Airways Lounge, JFK Airport, Queens, NY

I played tennis with my brother this morning and as always it was wonderful to see him. I spent the rest of the morning at work doing more employee reviews. Our people are wonderful, understand the current economic situation and are patient for us to become more profitable so they can be rewarded with more money. The rest of the day was spent in selling and getting ready for this trip. Mike's household has been continually beset with conjunctivitis, or pink eye. It is very contagious and results in very itchy and uncomfortable eyes. He got word today his whole family was stricken with it again and had to leave early to go home. As soon as he mentioned it, my eyes started to itch, so I called my wonderful physician, Dr. Mesnard, and he prescribed some eye drops in case I get it. I now have the bottle with me and feel much better prepared for the trek ahead. As always, it was very hard to leave Wendy and Bailey, but I will be back home next Saturday. Once I get over to Asia, I will be very busy and happy with the anticipation of returning home.

There is a lot to be done on this trip. In addition to the board meeting for IJM and related meetings, I will see Ben and we can catch each

other up on what is happening in each of our worlds. Then it is off to Penang to make calls with OH, our new head of sales, and then we both go to Singapore. This will be extremely important, not only to help build up sales, but also to see how OH does under pressure. We should get a chance to get to know each other. Barring flooding problems, I plan to end up in Bangkok and I hope to see Suwaleerat at the airport before I leave for home.

I am planning to make all my sales calls alone for my next European trip. The last day in the Netherlands will be dedicated to an IJE board meeting and the handling of all expenses. For now, I will go get some more pretzels and continue editing this book.

11/12/11

8:01 AM EST, 9:01 PM Hong Kong time

7:15 hours to go

You never know what kind of seat you are going to end up in until you get onto a plane. At least, I don't because I rarely check ahead of time. My big hope is to get a seat that lays flat since that means I get a chance for some real sleep. For this trip, I used a discount frequent flyer miles broker, who buys miles from people and resells them at a discount. They don't always have the flight times I need, but when they do, it usually means doing business cheaper than normal. I noticed my ticket said first class, but sometimes airlines combine them together with business class so I was not overly excited until I saw my seat. I am on Cathay Pacific and the first thing I thought was that my seat area was for two people, but happily it wasn't. I grew up in an upper middle class family, but we did not travel much and when we did it was not like this. It is a luxury and fun occasionally but I would not travel like this on a normal basis.

It is strange how you view yourself and your place in the world and how others view you. I always thought of myself as having to fight for everything I have and being entitled to nothing. Whether it was with school, women or business, I was always pleased just to be able to enter the playing field and from there I relied on my abilities to think, fight and be patient for the percentages of the wins that I deserved.

One of the things that drives me crazy with people in general and especially some of the people who have worked for us is their misplaced feelings of entitlement. Good intentions are wonderful, but unless you are willing to put your mind, body and soul into your job, don't come crying to me because you can't make the grade. A sense of being owed, unwillingness to work at full potential and a general dispassionate attitude is what is killing our country and it will continue to do so. There are still plenty of jobs for people who want to work. The problem is our government has made it too easy for people not to work with extended unemployment benefits and our colleges have made a sham of what advanced education can do for students. There are few jobs for what they are train-

ing for and on top of that, they are psychologically forcing people into extremely high debt in the process. They brainwash people into believing that if they do not have the highest, most expensive degrees, then they have no chance to get good jobs. This immoral practice has produced a workforce of people who have no actual skills and have the false impression that they are trained for high paying jobs that are not available. They have been promised the world, so no one wants to work with their hands and do the jobs necessary to help make us more competitive worldwide. Students want to work in offices or from home on their computers all day and make a large salary with lots of benefits, vacations and time off. That is not happening and will occur even less as the rest of the world produces more highly skilled, correctly trained people who will work for less money, are happy to work more hours and complain a lot less.

We have almost finished our employee reviews, the "normal" characteristics that describe our team are dedicated with a willingness to work intelligently and hard while having a good time. We have had to reinvent our company many times over the past 90 years. My grandfather, my father and I have all had to make major shifts in product lines and in how and where we make our products to sell. The need for change has accelerated greatly over the past 15 years and that will only continue. We now fight for business as a worldwide company and while it is a thrilling daily adventure, the basics still apply. We have to have the right people in place in the right locations and that is a continual process. My main focus now is to get Europe profitable and that process has already begun. I always remember my dad telling me that we are affecting people's lives regarding employment and to always keep that firmly in mind. When I let someone go, I know it will affect them greatly and I don't take that responsibility lightly. Speaking of which, I spoke with Vinnie during his review. As head of global manufacturing, he has continued to do a great job. With that going on I decided it would be good to step back and regroup. Both Vinnie and I have a passion for the environment, manufacturing, as well as health and safety in general. Since the EPA Performance Track program was gutted by the Obama administration, a new private stewardship group was formed with some of the previous members. We have joined as a charter member and Vinnie was at the first conference in Philadelphia last week. It is an advocacy group for helping businesses establish and continue the use of environmental management systems, which help companies run their businesses with the best environmental practices possible. Not only does it curb waste and pollution, it also increases profit, so it is a win/win on all sides. As usual, our small manufacturing company stands alone in the new membership, as companies our size rarely embrace environmentalism as a passion. This has put us in a great position to interact with much bigger companies and government representatives and gives us a voice that is much greater than we would normally rate. There are some other groups like this forming and

Vinnie and I both agree that this area of promoting and helping others to embrace the advantages of doing things the right way would be good for us. He has control over what we do here, will be our representative at various conferences and will try to utilize some of our new technology to partner with others.

Mike has already been designated as head of Ideal Jacobs Mexico and Ideal Jacobs Europe, which means he will be helping me to get IJE profitable and then helping with all future sales and distribution centers for the rest of the world. As of now, I plan no manufacturing for Europe. I also plan on leaving most of the new manufacturing sites to Ben, aided by Vinnie. The plant here in the U.S. is paramount to our success and we will need to decide whether to stay or move in the next six months. Having Al in charge of day-to-day operations allows me to focus on overall sales, marketing and expansion. It also gives me a chance to have a home life.

Then there is Brett, he is an amazing man. An engineer by trade, he has got to be able to sell to stay since I have now stopped all prototyping work for new inventions. I have been training him for almost two years, but it is a daunting task. I have been there, having to rely solely on what you can sell. I remember when my dad put me on straight commission thirty years ago and I went from being terrified to being incredibly grateful because relying on yourself is the most empowering, productive, forceful and profitable thing ever. If you can sell successfully, you can go anywhere and do anything because everyone wants someone who has the ability to bring in large amounts of profitable sales. You control your own destiny in the world, which is an extremely rare thing. I remember the years before becoming a partner with my dad fondly, as relatively calm, very profitable and a lot of fun. You always know where you stand, you can work your own hours and you can be relatively independent. I hope Brett can experience those feelings, but it is a very steep climb to get there. He is at a turning point in his life. Obviously it is to both our benefits if he can do it.

11/13/11

5:11 AM China time, 4:11 PM EST

Hong Kong Airport

The flight ended well and early. Cathay Pacific is a very nice airline. I am waiting for the lounge to open in another 17 minutes. I just ate the balance of the blueberries I brought from home and one of Elana's oatmeal muffins, which are really good. All told, I got about seven hours of sleep on the way over and I may get another nap on the next flight to KL. I am hosting a dinner after our board meeting tomorrow and it will be good to see everyone for some social time. I am scheduled to be at the hotel by 2:00 PM, which will give me time to work out and clean up. I'm looking forward to it.

11/13/11

9:32 PM Malaysian time, 8:32 AM EST

The plane to KL was delayed about 45 minutes, which meant I got to the hotel at about 3:00 PM. It is the rainy season here, which means it is not too incredibly hot, but usually rains part of every day.

I exercised and then had a meeting with Ben. We were eventually joined by Hing and the basic conclusion was that our board members had to work much more closely together to avoid some of the conflicts that have occurred over the last month. As always, it was pleasant, though intense. By the time I got back from dinner with Ben and Allan, I was very ready for sleep.

11/14/11

2:08 PM Malaysian time, 1:08 AM EST

Sharaton Hotel Kuala Lumpur

Toasting Café, main floor

I slept about eight and a half badly needed hours last night. I could have used more, but I needed to exercise before our 10:30 AM meeting. After my band workout, I walked around the gorgeous pool area with its palm trees and brown pigeons hopping in front of me. I spoke with Wendy. She is fine and had gone to a party to celebrate the wedding of our friend's son. I'm sorry I missed it.

After breakfast, Ben, Allan and I met with an inventor who has come up with a new type of phosphorescent paint that will last 30 hours in the dark. That is a much longer time than similar products I had been exposed to, so we will see if there are potential markets in the U.S. The odds are always against a new product line, but that never dulls the initial passion when we may have something unique to sell. We should know better as soon as the inventor sends samples to us in Maplewood so we can send them to potential customers for evaluation.

Afterwards, we had a meeting with a new consultant who will help guide us for a possible acquisition of a printing company in China. It will be our first big deal after going public and we are all excited, though we are also being very cautious and making sure that there are no "booby traps" in the deal and that it works for everyone. It is always a risk to bring on new people, but we need help from specialists and this man seems to know his stuff.

The reason for this trip is the IJM board of directors meeting scheduled for 3:30 PM today, but that is after an audit meeting, which should be starting soon. Otherwise, I am not allowed in. There are very strict rules about the roles of everyone involved and we are determined to follow them to the letter of the law so that we can run cleanly and efficiently and be prepared to jump easily to the next stock exchange when the opportunity arises. Right now, Ben is having a conference with the head of our advisors and Allan is busy emailing someone. As head of IJ Xiamen

and IJ Suzhou, he is busy all the time. Hing is already upstairs getting ready for the audit meeting, which means I am basically on my own for the next hour or two, depending on how the meeting goes. I don't know if I should be nervous or not. I am not sure what the audit committee will ask me. Then I am running my first board meeting, which in itself is a very cool thing.

My book writing has had some really good side benefits. Now when I travel, people ask how it is going, when the next one will come and if they will be mentioned. It is like taking someone's picture, only the whole world gets to see and keep it.

I have already made arrangements for a 3:00 AM wake up call tomorrow morning. I have to leave for the airport by about 5:00 AM, which gives me about an hour to work out before I need to get ready. That gives me enough time to either walk or do my band workout. I may have time to do one or the other tonight. My obsession with weight is ever present.

Ben and I just had a conference with the head of our advisers group and there is another issue to be worked out. I want a smooth running system and we are going to have it soon. This means more changes in personnel.

Allan, Ben and I have now moved to another room in the advisers office complex. It is a small room and I was starting to feel a little closed in, so with the permission of Ben and Allan, we are now listening to *Deja Vu*, the classic 1960s album by Crosby, Stills, Nash and Young. For some reason, their music seems to fit the mood. I will continue editing and maybe play some computer chess. I have no idea how long things will take.

Our people here routinely switch into Mandarin, both when it is easier to communicate in their first language and when they don't want me to know what they are saying. I don't mind. I often try to detect when someone is lying, practicing it like a new hobby. I would not base any decisions on what I thought I saw, but it is fun to try.

I have been emailing with Elana, my good friend and trainer. She just lost a client and even though it is about 2:00 AM at home, she is awake and upset about it. I have been telling her some of the "rules of business", such as:

1. She will get more customers.
2. If she can't stand the rejection, she should not be doing this.
3. She offers a great service with excellent value, so more clients are sure to come.

However, I know it will be of little use. It is only a history of actually getting new customers over time that will give her comfort, and me saying it will not do much. I still have the same issue myself and I have been in the game for more than 30 years. I still worry when I lose a customer,

a piece of business and sometimes even individual orders, but it is that caring that makes the difference and that is the reason why more sales will come.

11/15/11

6:43 AM Malaysian time, 11/14/11 5:43 PM EST

Kuala Lumpur Airport

The various meetings yesterday had both positive and more difficult parts. The audit and board meetings went well. We went through various documents, which were in good order, and we created a plan as to how we would make our systems tighter for the future. Everyone was in agreement and I also agreed to work for better communication between our board and our advisors.

I fell asleep around midnight and got up at 3:00 AM, both because I was not sleeping well since it was a tough day yesterday and because I wanted to exercise before getting here.

Onward to Penang.

11/15/11

6:10 PM Malaysian time, 5:10 AM EST

Trade Winds Hotel

I landed early and was picked up by OH, our new head of sales for Asia. As I said to him, my goal for this week was to show him how I go after new customers, give him additional information to help him with his work, try to help set up potential new areas of business and then turn it all over to him since he will be in charge.

We started the morning at Flextronics and unfortunately, the detailed schedule I had set up via email was in shambles by the first hour. It turned out that a bunch of people came to see us at the same time, but we handled it and the four people we saw seemed amenable to trying us out. They offered to give our sample-kit and books to others who could not see us. It seemed to be productive, but we probably won't see results for months. So it goes with sales.

Then I checked-in here at the hotel, where I got the presidential suite since my room size was not available. I was sorry Wendy was not here to enjoy it. This was the second presidential suite I stayed in, the first being in China. This one has three main rooms, a bunch of smaller ones and two bathrooms. It is much more than I needed, but it is a fun thing to experience occasionally.

From there, OH and I had lunch, where again we spoke about sales, our backgrounds, what we expect of him and how we can help. The next stop was a buyer at Plexus, a very nice man who was interested in our quest for shorter run, very difficult rush jobs. It is something he had rarely heard from a manufacturer. This is a common reaction to how we operate. He was surprised to hear that we were willing to stock here in Penang

and we understood the disaster if his assembly lines stopped due to lack of product. We can always go after longer runs later. The best attributes we can offer are our speed, innovation and willingness to do the hard jobs, so that is what we will sell first.

It was getting hot by that time, in the 90°s and having come from the colder weather, it was taking its toll on me. Our next stop was back to the same Flextronics facility as this morning, this time to see an Alcatel-Lucent engineer. We picked him up and took him to a local Starbucks. The ice tea was excellent and we had a pleasant conversation about who we are and what we do, as well as his family and career. He was involved in repairing products, so I told him about our new label removing system as well as the new temperature rating labels we just started to represent for another manufacturer.

OH then dropped me off at the hotel, where I did part of my band workout. Then I went downstairs to meet with a director from Benchmark Corporation, a U.S. customer we are trying to expand into Asia and Mexico. However, he was rerouted to another hotel for the night, so I am now waiting for my dinner in the hotel restaurant and plan on doing very little for the rest of the night.

I don't plan on coming back to Penang after we leave tomorrow for at least six months, so the rest is up to OH now. It has been a very good day.

11/16/11

12:46 AM Malaysian time, 11/15/11 11:46 PM EST

I was asleep last night by 9:00 PM and up by 4:30 AM

This morning's calls to Plexus with OH went well. He is getting a good feel of how I conduct myself and towards the end, he was making his presence known, which is very good. Except for leaving some of my samples and portfolio at the hotel and having to go back to get them, it was a very smooth morning. We have a chance for more business at Plexus, as well as Flextronics and Alcatel-Lucent from yesterday. It is all up to OH. His future is in his hands, with help from us.

I am in front of the Silk Airlines counter, but they are not due in for another 30 minutes, so OH and I will stop at one of the cafés first.

11/16/11

2:02 PM Malaysian time, 1:02 AM EST

Penang Airport

I was trying to think of how we can use the new phosphorescent paint and I remembered what the inventor said. This could replace the need for a lot of electric lights. My mind went to Thailand, where their entire infrastructure has been destroyed by water. Most power can't be used even if it is available at its source. If we can make 8"x10" hanging plaques that people can leave on their walls allowing light from each day to continually recharge them, then they will have a permanent light

source without the need for electricity or cost of light bulbs, power, etc. The light emitted won't be good enough to read by, but it is a lot better than total darkness. I am floating the name "living lights" and figured that we could market them as fundraisers through temples and churches throughout Thailand. OH says they don't do that over here, but it is common in the U.S. Here, the congregants from the church or temple sell items and get a percentage of each sale for their organization. It will be the fastest way to get the product out compared to going through the government or large companies. Ben and OH liked the idea, so as soon as we get samples in the U.S., we will run tests and check pricing. I love a new adventure.

11/16/11

10:19 PM Singapore time, 9:19 AM EST

Royal Plaza in Scott's Hotel

I met a man named Matt waiting in the ticket line to get to Singapore. His toddler grandson was wonderfully mischievous and I was having fun watching him run around the terminal area with various older relatives in close pursuit. Matt, born in Ireland, is a former doctor, had worked for various companies, some related to aerospace, and retired at about 50 years old. He did not last in retirement too long and soon opened a software company, which has now grown to be large and very lucrative. We had a nice time chatting as we flew here and I will send him my books and other stuff so we can stay in touch.

11/17/11

3:26 PM Singapore time, 2:26 AM EST

Royal Plaza, Scott's hotel lounge

After an restless night's sleep, I woke up an hour earlier than planned. After checking my emails and Skyping with Mike about IJE, I went off to exercise and spoke with Wendy and Kayla while I was walking.

OH and I called Benchmark Electronics. The man we spoke to was highly positioned and helpful. We found out they had locations in Europe, including the Netherlands. I asked for a referral to their location there since I will be there at the end of the month and I hope he responds. They also have plants in Ireland and Romania.

After lunch, it was off to Flextronics. It was a fascinating call because we sat in front of five people who did not believe what I was saying, as they were used to suppliers coming in wanting long runs with extended lead times, offering cheap prices. I said that we would not even quote on those and we only wanted their short runs for when they were in trouble, plus the unusual and difficult stuff that required some innovation. I also said that we charged for the extra effort. Towards the end, they seemed to accept the idea that I was serious and saw how we could give them the leverage necessary with their other suppliers. They could risk using

cheaper, marginal suppliers and if they fell down, they could come to us in the short term, going back to the others when the problems were fixed. Later we could always go after the longer running business if we thought there was money to be made.

We got back to the hotel and are now sitting in the lounge working on the marketing plan for the new living light plaques. Here is what I came up with:

Selling document

Don't sit in the dark.

Ideal Living Lights will enable you to see for up to 30 hours from a single 15 minute charge in direct sunlight or 60 minute charge in light through a window. This is a cheap source of daily, green-colored glow illuminance without light bulbs, electricity or standard electric lights. You will have enough light from one 8"x10" light that, with normal vision, you will be able to see the outlines of figures in a 6 foot, completely dark, square area. Although not enough to read by, if enough are placed in a room it will create an extremely inexpensive light source that will last for up to five years with no other costs. Through the participation of your house of worship, for every one sold, your organization will get 10 percent of the selling price to keep for whatever good works are needed. Prepaid orders will be taken over a two week period and delivery will be 6 weeks later, along with the commissions for your organization.

For more information, please contact an Ideal Jacobs Thailand representative or go to our website at www.idealjacobs.co.th. Thank you.

Explanation Document

With the recent flooding in Thailand, the research division of Ideal Jacobs Malaysia, a public company listed in Malaysia, has come up with a new product called the Ideal Living Light. One of the major problems with flooding is that often infrastructure is affected, which can mean a reduction or complete interruption of electricity over large areas for extended periods of time. While this happens, people have to rely on flashlights, generators, and candles, etc. and this becomes extremely expensive over time. We came up with this product to enable people in houses and apartments to have a source of light that, while not good enough to read by, will provide enough illumination to allow people to function normally. With a six cubic foot area of light per 8x10," each Ideal Living Light plaque is extremely cost effective to light a room or whole dwelling. Each plaque is warranted for 5 years, as long as it is used indoors. The lights can be recharged by sunlight through a window during the day or for 15 minutes in direct sunlight and will last up to 30 hours, which means you will never have to sit in the dark again.

While originally set up to help flooded areas, this will function in any area where electrical access is limited or flat, lightweight, mobile light sources are needed.

OH and I then began discussions of what we thought people would pay for these and we tried to narrow down what the items would have to cost. He agreed with my figures above. If the product does what it should and holds up over time, then it should be marketable, assuming we have the correct costs. This is as far as we can go for now, but I can email Ben to check with the inventor as to how much the paint costs. We need Vinnie to test of all this.

OH and I spoke for awhile about sales philosophy and life. He will be on his own as of tomorrow afternoon. I will be fascinated to see his progress.

11/18/11

12:47 AM Singapore time, 11:47 PM EST

Thai Airlines Lounge, Singapore Airport

I decided to go outside of the hotel for dinner. I thought the hotel food prices were way too high and remembered a Japanese restaurant Ben and I had eaten at before. Dinner was good, but even though I did not eat very much, the final bill again seemed way too expensive. That, combined with the cost of the hotel rooms, means this is simply an expensive town and if we are going to do business here, we have to accept it.

I got up at 4:30 and was having internet problems, so my planned Skype conference began, but then had to be delayed. After exercising and walking around the pool, I called the office to check-in.

OH and I went to Anixter for our last sales call of the trip. The head of marketing is a very nice woman. We are going to provide information about our company to her for distribution and she will send us contacts to help us get business. She was impressed with our public company and with some of our new inventions, like the label removal idea. From there, we went back to the hotel to check-out and then headed to the airport. I had a long phone conversation with Ben regarding if I could become a director for IJ Hong Kong then it would automatically change my title from Non-Executive Chairman to Chairman and would enable me to be much more easily involved in new projects.

The floods have destroyed the country and it will be months before business can get started again.

I am annoyed with myself for leaving my last set of granola bars in my hotel room refrigerator. I have just finished eating the balance of my supplies, I will try to find some more food on the way to the plane.

11/18/11

7:48 PM Thai time, 7:48 AM EST

Thai Airlines Lounge, Thailand Airport

The flight here, while pleasant, was about 30 minutes late, which made me late for the meeting with Suwaleerat. We went through the potential options regarding the flood, including moving the equipment to China and downsizing the operation here to a Distribution Center. Her family had been hit hard and she thought it would be a few months before the flooding is gone. Companies would go back into operation on their own as soon as they could. I then went back through passport control and security and I have about four and a half hours before my flight to Brussels. Good news: I was able to check my suitcase all the way through. I am now badly sleep deprived and will leave editing my log for later.

11/19/11

4:49 AM EST

In flight over England, 7:26 hours to go

If all goes well, I should be home by 2:00 PM. I got a copy of the Wall Street Journal and there is a lot of grim financial news, including their view that the debt crisis in Europe can trigger problems here in the U.S. and everywhere else. We have successfully cornered ourselves in the world economy. The only solution is a general devaluation of all currency, which is basically a tax on everyone working and their assets. That is the best we can hope for. On that cheery note, I am signing off until I am in a more positive state of mind.

11/20/11

9:45 PM EST

Home, NJ

I landed, got home, saw Wendy and Bailey and was riding before 2:45 PM. I had grand plans about taking my long route, but as I rode I grew steadily more tired and decided to do a shorter version. I ended up at the bike shop to get my bike checked, as there were some clattering noises that needed fixing. The tiredness descended on me there and I headed for home after the repairs. It was a very pleasant evening and I got a good night's sleep.

I played tennis with Ira this morning. It was great to see him, though unfortunately his tennis elbow problem is back so we stopped early. Afterwards, I went bicycling and stopped by the office to take care of some emails. After I got home and had lunch, I went to see Jeff and took him out for ice cream. There were a lot of people there, but they were all very nice with Jeff being on his walker. They made an immediate pathway to let us by.

I have been emailing with Ben about the phosphorescent project and with the inventor directly for some more information. We will not sign an

agreement with him until we see some actual interest in a product, so it may take a little while. I have learned that while working with composites, you should not put money in until you at least have an interest from an actual customer.

11/21/11

4:59 PM EST

My office, NJ

We are having an ISO 14001 two-day audit. I have spent the day following up on items from my trip and getting ready for the next one since I leave this Saturday. So far Monday is filled, but I am waiting to hear back about going to Denmark on Tuesday.

11/22/11

5:02 PM EST

My office, NJ

Our ISO 14001 environmental audit ended today and the results were very good. I am very proud of my team. There is no word yet if I am going to Denmark, but I may try Finland if that doesn't work out. I am running out of time to get everything booked. IJE is being reorganized and it will take some time to complete the process.

11/23/11

10:27 PM EST

Home, NJ

My trip next week is still not solid. I was hoping to visit a few IJE customers, but most can't see me. That is okay because just my offering counts almost as much as actually going in. I had lunch with Elana today. In addition to her fabulous company, she made me muffins for my trip. They are low calorie, good for me and taste good. She is a wonderful person.

11/25/11

4:14 PM EST

Home, NJ

Yesterday, Thanksgiving Day, started off with me going for a long bike ride. On the way, I saw my friend Jon and we exchanged quick pleasantries as I passed by. Moments later, as a car was coming towards me, a deer darted out in front of it, was hit and came rolling towards me. I thought the deer was dead, but just before he slid over to me, he jumped up and ran away. His life expectancy was probably not high from the force of the crash, which threw parts of the car on the street in front of me. The driver stopped a short distance up the road. While my friend tried to calm her down, I watched a police officer pull over and take command of the situation. I continued my journey, a bit unnerved, but anxious

to continue. The balance of the ride was peaceful and by the time I got home I was calm again, though feeling sorry for the deer and the driver.

The Thanksgiving feast was very fine. We had 25 people over and there was a lot of very good food. The only downside was that it was the first major holiday without Bunny, which tinged it with sadness.

I got up this morning and played tennis. Then Wendy, Barbara, Buz and all the kids, except Alex who is away, went to Bunny's unveiling service, which is a custom in the Jewish religion of unveiling the tombstone, or in this case, the plaque on her indoor resting place. Jeff was understandably very upset.

Kayla had to get fingerprinted to get her visa for her semester in London, so she and I went to Elizabeth, NJ. Now Wendy, Kayla and I are planning dinner and having a calm night. I booked my flight to the Netherlands for Monday. I have no appointments booked yet for Tuesday, but I could not wait any longer and figured we will fill the time. On Wednesday, Igor and I are making two sales calls. It is the beginning in the process of preparing him for direct customer support. I anticipate that he will do fine.

11/26/11

4:41 PM EST

Open Skies Lounge, Newark-Liberty Airport, NJ

It was a beautiful day here with mild temperatures and I had a great bike ride with lots of time to think about very little. After lunch, I went to the office to print out the boarding pass for my flight to Amsterdam and the receipt for my hotel for Monday night. Mike had suggested I get a place close to the airport since I will be coming in late and I booked the wonderful hotel where Wendy and I stayed last year. Igor is scheduled to pick me up late Tuesday morning to bring me to IJE's office.

Right before I left, I got a letter that a bill was not paid in connection with Alice's car lease and I flew into a mini-rage, both because it should have been taken care of and it could mess up my credit rating since it is under my name. I calmed down after I paid it with a credit card over the phone. It got me madder than it should have and means my temper is already short.

I have two hours before take off, but I will leave here soon to go through security. I always feel much better when I am on the side of the departure gates, although this is a very nice lounge and the food is pretty good.

Bunny's unveiling was very sad yesterday. Unfortunately, Jeff's bouts of confusion are at best at the same level as before, but I fear they are getting worse. There is nothing else that can be done. He is in the best facility possible for treatment and assisted living. Still, it is very sad to watch.

It is getting dark by 5:00 PM and Christmas lights are going up every-

where. It is a very festive time of year and one I enjoy immensely. Something about candy canes, Santa Clauses and Christmas carols can usually brighten my already good mood.

As always, it was hard leaving Wendy and Kayla. It was also sad to leave Bailey. He is getting very old now and it is hard sometimes to watch him move with pain, even though he is on medication. The fact that he is a little dog and he is in very good shape means we have hope he will be around for a good amount of time.

11/27/11

8:24 AM French time, 2:24 AM EST

Orly Airport, Paris

The flight here was both on time and well executed. I got a little bit of sleep and should be okay until tonight with maybe a nap or two in between. My next flight is on EasyJet and the big question is whether I am allowed one carry-on or two. I paid for two in advance, just in case, but if I do have to pick one, I have decided to take my bag with my suit so I can still make my calls if the others are lost. I will feel naked without my computer case, but I can put my iPad and iPod case into my shoulder bag, so I will have the barest of essentials with me. As long as I can work on my iPad and make sales calls, I can buy other stuff as I need it.

In the meantime, I have about three hours before I can check in and will plan on writing my chairman's report for IJM. I have some examples to go by, courtesy of LC in Malaysia, and I also need to write the IJUS and world newsletters. Airports can be very lonely places. I am glad I can be moving again by early afternoon. I am looking forward to seeing Alex later.

11/27/11

12:27 PM French time, 6:27 AM EST

Orly Airport Paris

I am checked in for my flight to Milan and have been very productive. I wrote the IJUS newsletter, the first draft of the chairman's letter for IJM and bought a sandwich and water for the trip. I feel pretty good.

After just finishing getting both my bags checked, I noticed a woman having trouble with a large suitcase, so I helped her. Both she and the check-in attendant were very appreciative and one said a Frenchman would never have done that. I was glad to be of service. So far, EasyJet seems to be a good airline. The flight is on time and we are supposed to board soon.

11/28/11

8:59 AM Italian time, 2:59 AM EST

A café near Alcatel-Lucent, Vimercate

The ride over on EasyJet was excellent and my two bags were ready

for pickup shortly after we landed. I caught a taxi to my hotel and spoke with Alex. I had a few hours before meeting him, so I attempted to exercise. I was very tired, but I went outside for a quick walk. The city of Milan is very old and picturesque, with lots of military personnel stationed at various points. I was about to stop walking when I noticed a huge religious looking building and decided to investigate.

After a few blocks, I turned down a pedestrian road and seemed to enter into a different world. The Duomo is a Catholic church, a magnificent building with multiple religious statues and beautiful places to walk. There were thousands of people milling about, not just around the massive structure, but also around the multitude of extremely beautiful, ancient buildings with shops of all descriptions. It was night time by then and street merchants were selling glow rockets that they launched with strong rubber bands, creating the feeling of rising and falling stars everywhere. I was getting hungry and passed a roasted chestnut vendor. I had heard my dad talk about eating them on the streets of New York City and decided to try it. While I will not eat them again, they did add to the ambiance of the moment. My nice short adventure ended when I got back on the pedestrian walkway and headed toward my hotel.

Alex came to get me later and we had dinner at Nobu, a very good Japanese restaurant. Apparently, all of the Italian restaurants are closed on Sunday nights. He looks wonderful and we had fun catching up on family and our work. He is enjoying his time here, but will be ready to come back home in the summer.

After dinner, I went back to the hotel and was very happy to be able to get a decent night's sleep. After working out and having a good breakfast this morning, I am ready for my first set of sales calls for this trip.

11/28/11

10:45 AM Italian time, 4:45 AM EST

En route back to Milan

The call at Alcatel-Lucent in Vimercate went well. My first meeting was with two designers and both were very interested in our new heat activation labels that show when a product has been exposed to temperatures higher than recommended. They also liked our label removal system and especially our previous conversions of metal faceplates to plastic. Cost reduction is their mantra, as was true for all of the people they introduced me to. They are sending us drawings for their new panel to see how we can compete. The great news is that we can innovate as much as possible, which leaves us a wide road to come up with some really cool innovations, not only to improve the product but to do it for less money. I love a chance to show people how good we can be.

Our next stop is to see Manuel, originally put on as a rep for our composite plastic line, which unfortunately never got off the ground. I hope to convert him to our normal product lines to see if he can sell them. If

he has the potential, then I just have to get him excited about what can be done.

11/28/11

1:28 PM Italian time, 7:28 AM EST

In transit in Milan, Italy

Lunch with Manuel went well. His main product lines of selling specialized paints and adhesives to auto body shops is strong, but he is looking to branch out. We discussed what he could do with the standard IJ product lines and he was anxious to see if he could market them. Lunch gave us the chance to chat informally about life, philosophy, sales and family. He wants to do something more that will peak his passion. I showed him our label removal system and he is going to try to sell that first. Once he sends me feedback from his few attempts, I can send back my suggestions to move forward.

11/28/11

6:39 PM Dutch time, 12:39 PM EST

In flight to Amsterdam

My call to Commscope was with a man named Maurizio. He is an engineer and inventor and we shared some common experiences in problem solving and trying out new ideas. He was a really nice man and he is giving us a chance at a new piece of business utilizing our EMI shielding system. I hope to begin researching his application next week.

From there, my driver Roberto took me to a local mall, where I bought food for dinner. Then it was off to the airport. Check-in went smoothly and we should be landing within the next 90 minutes. It has been one of those glorious days of being on the road when I was able to arrive early at all of my stops. I saw almost everyone I was supposed to and even some new people. There are multiple chances for business.

11/29/11

11:09 AM Dutch time, 5:09 AM EST

Amrath Hotel

The flight landed early. I retrieved my bags, bought some fruit and was at the hotel before 10:00 PM. It was as nice as I remembered it. I slept in until 7:00 AM, worked out and walked in the old quarter here, which features the coffee bars where you can legally smoke marijuana, though I do not indulge. I had a great breakfast at the hotel and am now waiting for Igor to pick me up.

11/29/11

4:54 PM Dutch time, 10:54 AM EST

IJE headquarters

The day here was spent with Mike, Daniella and Igor going over the

shareholder meeting on Thursday, the two calls tomorrow, sales, how we can maximize business from IJ accounts and just life in general.

We will head to the hotel soon and probably have dinner with Mike and Igor. I may get another walk in before I go to sleep. I feel much more confident about IJE's future and our ability to make it profitable.

11/29/11

10:14 PM Dutch time, 4:14 PM EST NJ

Kontinenten Hotel, Soesterberg

Igor, Mike and I had a great meal at the local restaurant, which was advertised as an Israeli grill. Since they also had Mexican food, there were obviously multiple national cuisines involved. The food was excellent and we had a very enjoyable time. From there, we came to this hotel, where we split up for the night. Since it was only about 7:30 PM, I took advantage of the time, going for a second walk of the day and checking in with the office, where things are fine. I will be ready for sleep soon.

I got a copy of the Financial Times from the hotel this morning and started reading the first few articles. They are all very depressing, since most are calling for a general slowdown if not recession for the EU as a whole. There is a lot of talk about one or more of the EU members splitting off and going back to their own currencies. In my opinion, this means they can be devalued much more easily and in the end this may be the best way to go. Germany and France can't keep backing all of the bad debt of the other members and something big will need to be done soon.

We sent a formal letter to the old accountant used by Jan-Willem telling him he was no longer working for us and to give our financial records to our new accountant. He has refused, saying we owe him money for work we did not authorize and for which we have not even received a bill. This will only add to the trouble for the meeting on Thursday. It is looking more and more like we are going to court to settle everything. So it goes.

11/30/11

8:19 AM Dutch time, 2:19 AM EST

En route to Helmon, the Netherlands

There is a general strike scheduled for all of Britain today. The country is supposed to be paralyzed with possible delays of up to 12 hours at Heathrow Airport. My negative feelings towards unions are well documented. They are angry that they may have to retire later and have some of their pension benefits reduced. It doesn't matter to them that their country and all of Europe is in crisis and they think stopping the government and commerce for the day will serve them well. I think it is another good reason to disband them. When I see how relatively easy it is to do business in the U.S. in regards to government and union interference, I am very glad I am based here. However, in a global economy, we have to

deal with multiple governments and especially in the countries where we have locations, it is paramount we stay up to date on the best and fastest ways to operate. It is amazing how much time we have to spend on non-sales related areas just to stay in position to get business.

I have begun training Igor in sales and it is already very difficult for him. There is a lot to take in at one time. For instance when I call on customers I am dressed in a suit. Not only does it empower me to look good, it shows everyone we see that we care enough about them to make the effort to look professional. It is like being married for a long time. In my view, I should do my best to stay in the best shape mentally, physically and spiritually so I remain as attractive as possible to my wife and so she is continually happy that she is with me. There is no letting myself go, because we are married and she is stuck with me. It is like being on a perpetual first date, trying to be my best as much as possible. As I said, it is a lot for Igor to take in, so I will be patient.

11/30/11

12:20 PM Dutch time, 6:20 AM EST

En route to Den Dolder

The Netherlands countryside is beautiful, with many farms interspersed with houses and factories. There are lots of horses and sheep outside on the manicured fields and the sky is a brilliant cobalt blue. The temperature is 10°C, which is about 50°F; a truly wonderful day.

Our last call to a circuit board manufacturer was really interesting. They make prototypes and do research here and then outsource their large runs from their China office. They had recently developed a new type of flexible circuit, which I thought might be of use for a new project here. We may be able to combine their technology with ours to create a whole new type of product. I already emailed the customer, who is in South Africa for the week, to get permission to explore this new potential process. I love working on new things. They also had some special label applications we plan to work on. It is both a fun and pressured time for Igor, who is watching what I am doing and trying to absorb the way I handle business calls. There is a lot to it, but he learns quickly.

11/30/11

8:36 PM Dutch time, 2:36 PM EST

En route to the hotel

I had a very pleasant dinner with Daniella, her wife, Mike and Igor. I hope I sleep tonight. The big meeting is tomorrow.

12/1/11**3:56 PM Dutch time, 9:56 AM EST****Amsterdam Airport**

After finishing this morning's Board Meeting Mike, Daniella, Igor and I had a very good parting lunch and Igor dropped me off here. I was hoping for an earlier flight and was fortunate enough to find one. I am now sitting on the plane before take-off. I hope to be at my hotel by 7:00 PM and will still have a chance to talk to the office again before the night is over. It will be good to see Wendy in Paris.

12/1/11**7:36 PM Paris time, 1:36 PM EST**

My plan to get to the hotel almost worked. The earlier plane I took got in at about 6:30 PM, but our taxi is now stuck in a massive traffic jam and I have no idea when I will arrive. So far, the meter is reading 40.40 Euros and climbing. Of course, if I had to be delayed, now is the best time, since Wendy is not even expecting me until very late. The driver is French, so I tried using Google Translator to talk to him, but it did not work. The plane ride itself was very pleasant. The man sitting next to me did not want his salad for dinner and gave it to me, so I am not hungry and in good shape.

12/2/11**4:33 PM French time, 10:33 AM EST****Victor Hugo Best Western Hotel, Paris**

The taxi ride last night was over an hour long and cost about 90 Euros, but I got here in one piece and was not late for anything, so I counted my blessings. Wendy has been here since Tuesday. After I ran out to get some fruit, water and other supplies from the local store at the top of the hill, as per my usual procedure here, we had a nice visit and spoke to our daughter. Kayla has some type of stomach ailment, which is not serious, but a pain. It was good she could talk to her mom, since that is always what you want to be able to do when you don't feel well.

I ended up in the same hotel room as in previous adventures. I don't know how it keeps happening, but I don't mind since I like this room. I got a good night's sleep and awoke in time to exercise in my room and go out walking before meeting Wendy for breakfast. I would have been on time had I not gotten lost on the way back from visiting the Eiffel Tower and Ben Franklin Park with his statue and the street named after him. After all, he was a fellow printer and we all

have to stick together.

In order to get back close to 9:00 AM, I had to run part of the way and then up eight flights of stairs to the hotel room, which I did not mind, since I was exercising anyway. It turned out that it did not matter, since Wendy had not slept well and was running a little late anyway. After breakfast, we went to a local pharmacy and a clothing store, where she picked up a scarf she had seen yesterday. There was a chair there for husbands and boyfriends to park themselves as their female counterparts shopped and I was glad for the option.

After Wendy and I went back to the hotel, we set out again, this time for the Louvre Museum. For those who know me, it is common knowledge that I don't like a lot of museums, but I do like looking at Rembrandt paintings, so we decided to give it a try. Wendy got us through the subway system without a scratch and the museum turned out to be very interesting. We saw self-portraits that Rembrandt had painted throughout his life, which were fascinating because of the expressions on his face from various ages. I could tell by his mouth and his eyes that he must have been difficult to deal with, demanding and probably not the most positive man in the world, but his work was amazing.

Afterwards, we went to see the Winged Goddess sculpture and the Mona Lisa, which was interesting but rather small, so from the distance we were at, it did not seem that extraordinary. By that time, I was hungry and Wendy took me to a famous restaurant called Angelina's, where lunch was very good. We shared a cup of their famous hot chocolate.

After that, it was onward to a nearby bookstore, where Wendy got a book for Kayla and I got a copy of my favorite traveling newspaper, the Financial Times. Then it was through the Metro again and back here to the hotel. Wendy stopped for a rest, while I walked down to the Eiffel Tower again. It was awesome in the late afternoon sunlight. I visited Ben Franklin again and came back. We have a few hours to relax before dinner and I just had an excellent snack, so life is very good.

12/2/11

11:03 PM Paris time, 5:03 PM EST

Victor Hugo Hotel, Paris

I am sorry to report that the potential "Straits" partner has backed out of the deal leaving us no choice but to abandon the project. We have poured \$2,000,000.00 into the research, development and actual prototyping for the new ballistic material and no-one wants it or any plan connected with it. It is time to pull the plug accept the losses and move on. Our chance to change the world has passed. We will refocus on our core areas, spend some time healing and I am sure move into new areas in the future. Wendy and I had a great dinner, watched the end of a movie on my iPad and will hopefully be asleep soon.

12/3/11

4:29 PM French time, 10:29 AM EST

I woke up at 6:30 AM to the rain, which did not modify my plan to exercise in the room and walk outside, although it was hard to keep my umbrella intact with the heavy winds. Still, it was beautiful and I took my normal route to see the Eiffel Tower and the Ben Franklin monument. When I got back, Wendy and I decided to go ahead with our morning plans and went to the local farmers' market, which featured food of all descriptions as well as some clothes. Wendy and I both got hats to ward off some of the rain and cold. We brought food back to the room and had a picnic on the floor. It was tasty and a lot of fun.

From there, we had planned to go the antique market, but the weather brought about a change in plans, so we saw a movie, which was also a lot of fun. After an afternoon snack, we split company. She went to a store and I went for another quick walk to see the Eiffel Tower and the Ben Franklin statue again; I never get tired of it.

12/4/11

10:37 AM French time, 4:37 AM EST

Orly Airport, Paris

Dinner last night turned out to be an adventure. The first three places we tried either had long waits or we could not get in at all. Wendy suggested a restaurant close to our hotel, which turned out to be quiet with excellent food and it was one of the best meals we had in Paris. It was late by the time we finished but I had caught up on almost all of my work and editing, so I was contented.

This morning I was up at 6:00 AM, took my usual walk and was back in plenty of time to eat and pack. I am now sitting in Orly Airport. Wendy is at the duty free area to submit the forms for a scarf we bought yesterday and could be awhile. It is too early to check in, so I am in a good spot in front of the check-in area and will be ready to go when the counters are open.

It has been a good trip. A lot has been accomplished, though the last few weeks have brought some very difficult moments. It is sad to see some of those changes because it meant some people would no longer be with us, but we had no choice. It needed to be done for the health of our companies worldwide. There is no way things can stay the same with all of the changes in the world and the roles that we all have to take on. The worst thing we can do is stay static, put our heads in the sand and hope things will be okay because they won't. Once we have stopped embracing change, the death knell has been sounded for us all.

12/4/11

12:52 PM French time, 8:52 AM EST

Orly Airport, Paris

Since we are now shifting our marketing and sales away from composites and focusing on our current product lines and variations thereof, it is important to find a way to sell our products throughout the U.S. with the least amount of money, time and exposures to us. With that in mind, I found myself thinking about where and how to do it. We need to get a group of salespeople, proven in their integrity, aggressiveness and ability to close, who would be open and impassioned with the idea of taking on new product lines.

I remember an old supplier of ours, a business forms manufacturer, who said 25 years ago that an organization my dad and I belonged to called the National Business Forms Association was his sales force and he did not need any of his own. Business forms used to be a big part of our business during the first fifteen years I was in the company, but they have dwindled to almost nothing. However, if the organization is still around, then their members might be interested in becoming aligned with us to the benefit of all. I will check on them to see if they are still viable and then move from there. If not this organization, then perhaps there are others. We need groups who would have similar or compatible customers like telecom, medical, chemical and other industrial producers, not to mention those that work with organizations that help the physically and mentally impaired. Anything is possible, we just have to find the organization and then manipulate our product lines to help them service their areas. There are a few areas we will avoid based on the last two years, which includes military/defense and aerospace, whose lead times for product to market are too long and cumbersome to be profitable.

There is more in the papers about the economic problems in Europe and China with the United States getting some decent reviews with the latest drop in the unemployment rate to 8.6 percent. Regardless, our course will be the same. We will go after profitable new business in the U.S., Mexico, Europe and Asia and then keep it as it migrates for production around the world. It is a relatively simple attack plan, but hard to fully implement.

12/4/11

10:57 AM EST

En route to home over the Atlantic Ocean, 713 KM/hour

Sleep deprivation is in effect. I just wrote an email to my kids updating them on the last few weeks, talking about commitment and passion, and I almost started crying; a sure sign. My log is updated as is my book, so it is time to watch a movie or take a nap or both. I look forward to us getting home.

12/5/11

5:02 PM EST

My office, NJ

It has been a very fun day. I had a good game of tennis, we got a great deal done today and now I am going home.

12/6/11

4:21 PM EST

My office, NJ

Big news! I was able to take a shower at our tennis club for the first time in 15 months. There was an accident over a year ago and the renovations seemed to take forever. Unfortunately, that meant I did not go home to see Wendy, but the time I gained was worth it. She also called me here to say good morning, so I still got a chance to talk to her. Like yesterday, it has been a very good day of paperwork, sales, working on IJE and IJ Malaysia issues and planning for the future.

12/8/11

4:20 PM EST

My office, NJ

We heard good news from Vinnie; his shoulder surgery went well. He will be out for awhile, but we are very glad he is okay. More worries in the stock market about the fate of the euro and the European market. It is not looking good.

12/9/11

3:40 PM EST

My office, NJ

I was speaking to my good friend David and the subject of listening came up. To me the "art of listening" is everything involving all relationships. If you can prepare enough before any interaction, then you can not only maximize the chances for benefit for the other person, but for yourself as well. To me, the currency of all relationships is power. The ability to gain and utilize that power for good is what runs the world and gives the chance to empower and do good.

The Art of Listening

By Andrew Jacobs

We live in a time of constant chatter, whether it be from personal electronics, movies, television, radio, the internet even just general noise all around us, there is a virtual absence of silence. Why is that? The answer is simple- silence scares us. We feel we have to fill it in because there is nothing more uncomfortable or revealing in any interaction than silence. However, silence if used correctly and positively, can be an extraordinarily successful tool in interpersonal communication. But in order to achieve this one needs to be able to listen (not just hear). This is not an easy task but once mastered it will serve you well in every aspect of your life. You may say to yourself that this is ridiculous, listening is easy, all I have to do is not talk, that, however, is where the vast majority of people get it wrong.

When I first came into our family printing business almost 35 years ago my father set out to teach me certain fundamentals he had learned over his many years in the industry. It was his belief and now mine that there are laws of communication that people violate at their peril. Whether it be for dating, job interviews, sales or family interactions the rules are the same; the actions and reactions identical and the outcomes totally predictable on a percentage basis.

My knowledge is based on my 55 years of study, success, untold amount of failures and the continuing refinement of a system that has worked incredibly well for me. Use all if you wish or take some as you see fit or ignore all-the option is yours. Know, however, if someone uses this system against you the odds are you will be successfully manipulated without ever knowing how or what happened.

Let's start with a concrete example. You want a job, not just any job; you have the chance at the position of your dreams. You think you are qualified, you have enough experience, you believe you are the right person but so are another 200 applicants who have gone before you and another 100 who will follow. What makes you stand out?

Before a big interview, what are you thinking about? Your qualifications, your appearance, making a good impression-you have all of this whirling around in your head so that when you finally have your chance with the interviewer you want to get it all out right away so you don't forget anything. You are woefully conscious that this is your one opportunity and if you forget to say something it will cost you the job. Let me be clear, however, that is not why you weren't offered the job because the reality is you already lost your chance.

The time to nail an interview or any other interaction is in the preparation before you go into battle and it is not for the reason you think. If you are smart you have done all the research on the company, the position and even the interviewer if you know who that is. But what you are missing is that your first impression needs to be of someone who is present, in the moment, and interested in what the

person speaking to you is saying -.and not what is on your mind. You need to get to the point where you are so prepared that you can stop, focus, and listen to the other person to see what they are actually saying to you.

In most cases, the person on the other side of the table will tell you almost anything you need to know about what is about to happen by their body movements, voice inflections, lack or look of interest. What is happening with them personally will tell you if you have stand a chance or whether they have already chosen someone, or hate their job or if they even care about their company. How can you do this? Just intensely listening and looking will tell you almost everything. In fact, the mere fact you are actually listening and treating the interviewer as a person will separate you from most of the other applicants. How do I know? Because over the last 35 years I have been in thousands of sales related meetings and I am a keen observer and know this to be true. If you can cut across the normal chatter of most interactions and temporarily dive into the psyche of the other person you have the chance to not only reach a different level than everyone else but also get what you want.

Fact: The only way to get the chance at what you want is to give the other person the chance to say or figure out what they want and then try and help them get it. It might be as simple as letting them talk about themselves for awhile.

Fact: There is no perfect job and if you think there is you are mistaken and it will only get in your way of finding one.

Fact: If you don't allow for multiple options and possibilities to whatever it is you want then your chance of success is greatly diminished.

Fact: Recognize that the most important thing to a person besides their family is their job. If you can help them keep their job or get a better one then they will try and help you.

Fact: No one will ever hire anyone that is a threat to their job unless they are extremely confident you can help them get a better one.

Fact: Listening is not just the absence of talking, It is the passion to hear, understand and utilize what the other person is saying. Often the words used are codes for something else; you have moments to figure it out and use them for your benefit.

Fact: Most people are not good communicators no matter how much they think they are. The cues people pickup are either wrong or prejudiced by their own views.

Fact: Saying it doesn't make it true. You need a lot of practice and self scrutiny to be able to read people and figure out what really is being said.

True listening is an art form. Stop talking so much. Try periods of time with no noise, take walks outside without music, listen to the birds, try and focus on your surroundings. It is not an easy task but the rewards are amazing. You will start to decode what people are really saying and this ability will open many doors for you.

Caution: This system is based on percentages, the more you try the better you will get over time. It also means you will make mistakes, as I still do, because people are very difficult to read. If you can't accept the possibility of failing you will not be able to listen. Your focus will not be on the task at hand--simply listening.

We are interacting all the time. Try listening. Do not worry about what you will say next, looking dumb or think of what you are doing for lunch next week. Focus on the moment; the person in front of you.

The best examples of great listeners are those who are most successful. Look at the people you idolize, figure out what it is about them that makes you want to be like them. If they are famous and successful the odds are good that they are excellent communicators. Listen and learn from them. As you improve your ability to listen you will improve your ability to communicate and find yourself rewarded in all areas of your life.

12/12/11

4:18 PM EST

My office, NJ

I went biking in the cold winter air, it was awesome but tiring. Later Wendy and I went out to dinner with our friends, Carla and Mitch, for a pleasant dinner. I got up early Sunday morning to do my band workout, get on the exercise bike, play tennis with my brother and then walk on the treadmill, so I could be ready to go to my grandnephew Cooper's first birthday party early. It was a memorable event with Ben, Katie, Barry, Claire, Buzz, Terry and lots of other good people. I ate too many cookies. Once back home, I went for a quick walk outside and after Wendy and I had dinner, I did little of anything else.

This morning was my usual tough tennis game and we had our office holiday lunch, which is always great since people bring in all kinds of excellent home cooked foods. Jill, the head of our shipping department, baked me her special pecan pie again this year, which I will take home, cut into little pieces and freeze so I can eat it like little candy bars over time. Wendy was able to come too, which was fun, though Elana could not.

The stock market is showing continued signs of uneasiness with the euro trouble and will probably stay unstable for awhile. More price pressure is coming from our customers in North America. The good news is

that we have our China group as an alternative for production if the delivery window is long enough, so we can still keep the business.

12/13/11

4:17 PM EST

My office, NJ

My elective label picker idea, a plastic combination structure with pointed ends to help handle small labels on an assembly line, did not work, but Dave Alexander, our master dye maker at work, came up with a metal version that seems to work well. We are waiting for our potential customer in Germany to review the drawings and if they like it, we will prototype it fully here.

I continue to narrow my focus to sales and marketing. As I analyze our teams worldwide, I am extremely happy with the day-to-day operations, efficiency, customer service and market penetration, but the obvious areas we need more work on are getting additional customers, creating new product lines and general expansion.

Rich from our office is buying his first condominium and is very excited. It is a lot of fun watching him have so much fun.

Our troops are expected to be almost totally out of Iraq before the end of this year and those in Afghanistan will probably follow. Since we are now a net exporter of energy and we should not be forcing people to follow our way of life, I think our withdrawals are a good thing overall. We should not be the world's police force. We cannot afford it and should not be arrogant enough to think we have all the answers. Working together, having a very strong military, focusing on solving the problems we have at home, turning our people on to finding solutions to the world's problems through entrepreneurship, innovation and doing business is not just a more productive and profitable way to go, but one that actually has the chance to achieve a lasting peace worldwide.

12/14/11

3:55 PM EST

My office, NJ

It has turned colder here in NJ and it feels good. There are lots of emails going back and forth with the board members and our advisors. It is good to see the level of positive activity and the great questions, answers and paths we are embarking on. My trip to Asia in late February is now booked and Europe will be after that. The Euro is dropping and people seem to be losing their faith that the European Union can be saved, at least in its current form. I agree.

The Republican presidential contest now seems to be between Newt Gingrich and Mitt Romney. Neither excite me to any degree, any more than President Obama does. At this point, I am hoping there is a good third party candidate I can support.

I negotiated for a new lease with our landlord today. So far, we are on the same page and I hope for an agreement before the end of the year, which means we will be here for at least another three or four years. Vinnie called. He hopes he has turned the corner on the intense pain he has been experiencing. I am hoping he is back for a few hours a day by the end of next week.

12/15/11

4:36 PM EST

My office, NJ

It seems that the holiday spirit has already begun here in the U.S.; things are slowing down. It is a good time to contact people from times past, both to see how they are doing now and to check what is happening with business. It is a nice time of year and brings hope for what can be for the future.

12/16/11

3:50 PM EST

My office, NJ

We have been pushing our new line of temperature evident labels and we are getting a good response. Launching new product lines can be exhilarating as well as frustrating because people always want variations, which tends to slow things down a little, but the excitement at finding the next niche market is fantastic. It has been a good day filled with a lot of marketing and selling and the vibe has been good. Brett has been after the gas station industry and it looks like he is about to make significant progress, which is a very good thing for the new year.

12/17/11

12:47 PM EST

Home, NJ

The wind chill factor made it very cold this morning, which meant biking with thermal boots, two pairs of socks, thermal and regular underwear, sweat pants, three shirts, a Gortex jacket, alternating two sets of gloves, a face mask, goggles and a biking helmet. I must have been some sight riding in the street, but I was dressed perfectly, so I did not care. When I returned, the house was empty, with no Bailey or Wendy so I knew something was wrong. I called Wendy on her cell phone and she was just getting ready to leave the veterinarian's office. Bailey had trouble standing up this morning after I had left and she took him to get checked. The doctor could not be sure. It might have been a minor stroke of some type that may never happen again or it might happen tomorrow. Wendy and I agree that at this point, whatever time Bailey has left, it will be spent with the highest quality of life possible, which means no more operations, invasive procedures, harsh drugs or anything else like that.

He is fifteen and old for a dog. He is lying on the bed next to me as I write and seems okay for now. I hope the end is clean and easy for him and that I am home and not away on a business trip. I would not want Wendy to have to go through that alone.

For those who have never been close to a dog, cat or other pet, the alliance probably does not seem like a big deal. But in truth, the relationship can be incredibly fulfilling and enduring. Pets usually make few demands past the basics of food, shelter and attention. They live to be with you and they are most happy when they are nearby and a part of your life. They are supportive, protective, are fantastic company and they simply make life better. That is what makes it so hard when they pass. The part of your life where they are involved is intensely personal and penetrating. Sometimes they can get to places other people can't and when that connection is lost, it leaves a space that is never truly filled.

When Bailey dies, he will be cremated, as will I and any other dog we have in the future. We spread the remains of our first dog, Hershey, in our backyard and a scoop of dirt from that area will also be placed with me in my burial crypt. Wendy and I both have spots. She does not want to be cremated, but since I do, I will have extra room for our dogs and other things to be decided on later.

I believe that we continue on to another place when we die. I believe we travel in groups throughout the ages and I want to think our pets can come along also. Regardless, we can all be in the same place when we finish here and I call that a good start.

12/17/11

2:09 PM EST

Newark/Liberty Airport, NJ

I am here to pick up Alex, who is on his way home from Milan. It is very strange being in an airport and not traveling somewhere. I feel naked without my luggage and laptop bag, but it is nice to be home for awhile.

I have never been in this part of the airport, a small section of Terminal C. Alex should have landed 5 minutes ago. Depending on how long the immigration line is, his luggage should take 15 minutes, so I figure I have at least a 20 minute wait, which is much better than being late. There is no word back from Kayla, though hopefully she too is on her way home. Ben is due in at 3:00 PM and Wendy is picking him up. We still don't know if Katie is coming also. Time to do some editing.

12/18/11

5:35 PM EST

Home, NJ

Alex arrived a few minutes after I wrote the last entry and we headed home. He looked great. My sister, her kids, my brother, his wife, one

daughter with her husband and son, my parents, Ben and Katie were all at our house by 5:45. Kayla had been delayed at school, but was home by 6:30. The dinner was excellent. Everyone had a very good time and all except for our immediate family had left by 7:30. Katie and Ben decided to stay the night and we had more good times until I could not stay awake any longer and went to bed. I got up and played tennis with Ira and finished early enough that I was able to go to breakfast with everyone before Ben and Katie left for the train back to Brooklyn. Then I exercised in the basement, as it was too cold to bike outside, and then Kayla and I went to visit Jeff. He is doing reasonably well.

It is Sunday night and after Kayla, Wendy and I have dinner, she and Alex will be out. Tomorrow, things will be back to normal and the usual Sunday night fears about work, finances and life in general are coming on. It's amazing to me how I still let myself worry about the coming week and the future, no matter how good things are. I know that the constant fear of what can happen, the lack of any feeling of entitlement and my need for safety and security keeps me constantly on guard to work harder, longer and smarter. However, the downside is that it's very hard to achieve a lasting peace within my own head.

Even when everything is going incredibly well, I worry that something bad will happen. The fact that I know all this helps to temper the anxiety and even pushes to stimulate my level of creativity. After all these years, I would not know how else to be, so I will accept the downside, rejoice in the benefits and try to be best I can be.

12/19/11

4:52 PM EST

My office, NJ

The good news is that Bailey made it through the night. He is still not eating much, but maybe he can pull through. There is more grief with IJE legal stuff and our debt is rising.

12/20/11

5:05 PM EST

My office, NJ

I took Kayla pistol shooting today, both so she would know how to handle one and also because I thought she would enjoy it. Mike the driver drove my car. I was a little worried about the tough neighborhood and ride there, but there was no problem. Once inside the range, we had some problems operating my gun, which was my fault from lack of practice, but the rangemaster helped and after we got going, we had a great time.

I feel a little beaten down. The next two Mondays off for the holidays will probably be a good thing for me. Whenever I start thinking about needing a vacation, it is most likely a good idea, but as usual, I probably won't do it. Unfortunately, when I get a little run down, problems get

blown out of proportion and affect me more than they should. Time to go home.

12/20/11

7:16 PM EST

Home, NJ

Here in the U.S., the right to bear arms is an ongoing battle. When I travel around the world and the subject comes up, people are astounded that U.S. citizens are allowed to own pistols, rifles and shotguns of various types with various degrees of necessary licenses and training. They are even more surprised to know that I own some, can use them and actually like to shoot. The experience cannot be explained, but trust me, it is a sport and when done correctly and safely, it is a lot of fun in addition to the advantage of being able to protect your home, family and self. There is a theory that if there were no guns, then there would be no violence and that might be true, but the main thing that gun laws do is make it hard for law abiding citizens like me to have them.

If there was a way to get rid of all of the guns worldwide and no more were made, then I would give mine up, but that is an impossibility so I will fight with everything I have to maintain the right to own and shoot them. I live in a world of reality. I travel sometimes to rough areas, and I know that my chances to stay safe, secure and happy largely depend on my ability to stay out of trouble before it begins. I rarely take unnecessary chances when traveling, abiding by my three main rules whenever possible, which are try not be out after 9:00 at night by myself, never drink alcohol and avoid staying in the same city for more than two days at a time. You might call it paranoid, and it may be to a certain degree, but I would rather acknowledge the potential danger and deal with it than figure it is not possible and get into trouble. I am highly troubled by those from my own country who think that because they are Americans they have a free pass, can do whatever they want around the world and will be protected and cared for by the country they are in, expecting our government to bail them out of any problems. That feeling of entitlement gets some into harms way. I preach this to my family, friends and everyone else; there are horrible situations that they can get into and sticking their head in the sand and hoping nothing will happen is not a valid method while traveling.

Being prepared mentally, physically and spiritually is an ongoing process. This involves training, discipline, realizing the true potential for dangers and taking advantage of tools like guns. It is not just a simple matter of worry, it is taking advantage of the options available to us.

12/21/11

4:57 PM EST

My office, NJ

After eating a peppermint candy, I just had a flashback of my grandfather. He always used to have a roll of them in his pocket. I remember asking him for one the first time I saw him after my grandmother had just died; I could not think of anything else to say. I must have been about 12 years old, a long time ago. It is amazing what small sights, sounds and smells can bring back very strong memories.

I have been working on tracking old contacts in our database system and utilizing the business social network LinkedIn. I spoke to one man today who said he did not need our new heat activation labels, but was really hooked on reading my books. Besides liking the idea that someone is reading my work, the fact that my books are near him means our branding is working and when things do come up we will stay in his mind. I have been extremely fortunate to be able to utilize whatever talents I have as a writer to help promote our company worldwide. Actually, I would do it anyway. It is a passion for me and a way to record my life as photographs and video could not. Looking back to when I was a teenager and just starting to write without the ability to spell, utilize grammar or create coherent sentences, I did have the passion and drive to be heard and that has never dimmed.

Wendy and Kayla are picking me up to go to dinner in less than 30 minutes. It is normally date night for Wendy and I, but as long as the kids are home, they are very welcome to come with us. Alex and Kayla leave on January 1st and it will be months before I see them again. Happily, we have email, texting and Skype, so it is much better than it used to be. I have had my two peppermints; the limit is reached. Time to go back to finding old contacts.

12/22/11

4:12 PM EST

My office, NJ

I got an email last night that Suwaleerat, the head of IJT, is resigning. It was a shock, but Ben was okay with it and her replacement is his responsibility. There is nothing like more change right up until the end of the year and beyond. I worked more on marketing today. We set up a brochure to help sell the heat activation labels and I am focusing on labels for a new customer's ATM product site. I offered to supply them on consignment so he would put them on his site at no risk. If they sell, he will pay us and if not, they will sit.

Vinnie came back for part of the day. He was obviously extremely sore, but it was great seeing him. He will be back on Tuesday full time.

12/23/11

4:35 PM EST

My office, NJ

It is the day before Christmas Eve, a Friday, and a lot has happened. It has become apparent that our world situation has changed and it is time for me to let go even more of the day-to-day operations. From this point on, I will leave our teams in Asia entirely on their own, unless I am asked specifically for help or advice. They are operating profitably and growing, so they deserve to be able to run on their own. I will still help with marketing and sales.

I am moving on expansions within the U.S. and North America and have already contacted one person in California regarding the opening of a sales office there. Once that is set up, we will do the same in the Midwest and possibly Canada. If we can accomplish all that by the end of 2012 plus have all of our operations profitable worldwide, then I will be extremely happy.

Al has been having stomach problems and I am worried about her. I don't like her not feeling well, especially when there is nothing I can do about it. I will spend the next few weeks thinking about potential candidates for the sales offices, as well as continuing the search for new product lines and helping our current sales teams sell the new heat activation labels.

12/24/11

10:22 PM DST

My house, NJ

The last two days have been a lot of fun. I did my long bike route and last night we had Thai food for Christmas Eve with Alex and Kayla. Today we went to the movies with Barbara and Cliff and then we all had dinner. This is typical for Jewish people in certain parts of the U.S., since almost everything is closed on Christmas Day except Chinese restaurants and the movie theaters.

I am pretty sure that as of now I will cash in some of my stock to pay for the debts that will have accumulated through May here in the U.S. It will be good to be back at zero. In fact, I think we will have an office party when and if that happens. If I think we can reduce our debt soon enough without cashing in some stock, that would be even better. As for IJ Malaysia, I will concentrate on learning as much as possible about being a creative Chairman and should now have the extra time to focus on inventing new product lines and finding other products already in use that will be beneficial for our customers.

12/26/11

4:40 PM EST

My office, NJ

I played tennis yesterday morning and we had a birthday brunch for Alex at a local restaurant. There was a wait, but since I had already exercised, I was totally fine. The meal was excellent, as was the company. Afterwards, it was back home where I did not do much else. I played tennis again this morning, back to my normal routine. I often do some thinking while playing. I know I should be focused on the game, but that doesn't happen that often, which is why I am not a better tennis player. I do not see a great deal of business happening in the U.S., which is why I pursued setting up sales offices in Massachusetts, Canada and Chicago today. There is no word back from the interested person in California. We should have a good idea of what will happen by the end of the first quarter. It is hard to believe the year is almost over, as is this book.

12/28/11

4:40 PM EST

My office, NJ

While I think it is a good thing it is difficult to get a permit for a pistol in the state of New Jersey, I am now going on my sixth visit to our local police station to try to finalize the paperwork. I know that as one of the "good guys," I am willing to go through this process, but I also know that it would be very simple for any "bad guys" to buy an illegal handgun very easily. It is the old story that the rules were not made for the people who heed them, they are utilized to give punishment for those who don't.

I spoke with our new potential saleswoman in California, who has her own graphic arts company, which is why I thought she might work out well. She started her own company about ten years ago and was successful with it until the lack of production in the U.S. over the last few years resulted in less business. Although never actually trained in sales, she knows a lot more than she thinks she does, simply by the fact that she started and ran her own company, which is extremely difficult to do. Showing her the nuts and bolts of how to market and sell from our perspective should be immensely easier since she already knows the language of industrial and mechanical engineers. In addition, Nancy can read and understand drawings, make artwork for the types of work we do and she can communicate easily with people in industrial companies. My job is to show her how to utilize the information and her talents and translate them into the ability to seek out, recognize, and attack potential targets for new sales. We have a lot of California contacts who would probably be much more inclined to do business with someone local.

The first thing to do is create a few one page help sheets to give her the basics. They will include the following, though I am sure there will be more.

1. Basic sales
2. How to find a new customer and handle the initial contact
3. How to track down an old customer and handle the initial contact
4. How to make a sales call and what to do when they say no
5. How and when to follow up a sales call
6. How to handle a first inquiry and then more
7. How to handle a first order
8. How to handle trouble

12/29/11

4:13 PM EST

My office, NJ

It has been an amazing day. Tennis was incredibly competitive and then it was into the office to do some preliminary work for the annual audits of our various systems. Mike and Vinnie will help me with more of it next week. I received a referral from a Canadian limo driver a few days ago. Drivers are often the best source of information and referrals. I am looking to open a sales office in Canada and he knew a potential candidate who was a retired printer in Ottawa and is looking for a new challenge. We now have potential salespeople for California and Canada and Brett already has the Northeast, which leaves Chicago.

12/31/11

2:13 PM EST

Home, NJ

I knew it was time to stop work yesterday. Everyone else had already left due to the impending holiday and I was enjoying the quiet and doing sales related follow-ups, when I mistakenly erased the last six days of entries for this book. Though I was momentarily upset with myself, I was feeling very confident Mike could restore the lost data, which he later did, so I closed up and went home.

I came home to state of craziness with Kayla and Alex both trying to pack for trips tomorrow. We had a wonderful family dinner, joined by our friend Anne Sussman, who wanted to see Alex and Kay before they left. It will be about six months before they are scheduled to return.

I got to sleep early, was up at 7:30 AM, thanks to my six alarm clocks, and was biking before 9:00 AM. I heard from my partner Ben.

Barb, Cliff, Kayla, Wendy and I had lunch with Jeff today. He is still mourning the loss of Bunny, as we all are. My hopes are that the sadness of her being gone will slowly give way to remembrance of how fantastic she was. I saw my parents last week. They are both looking older, but are still very sharp mentally. Our dog Bailey is still hanging on. It seemed the stroke or episode he had has passed. From what we have been told, it may or may not happen again.

My life is defined by a continually increasing rate of change. While my

involvement with IJ Malaysia on a day-to-day basis has been reduced, my role as Chairman has meant a significant modification in my position to one of overall watcher and auditor. My job is to protect what we have, to make sure those dealing with us are working within the law, to maximize our value for our shareholders and to grow profitably as fast and intelligently as we can. Elsewhere, my function will continue to be the head of sales and marketing everywhere in the world where I think there is potential business. For the next twelve months, I think that is in the U.S., Canada and Western Europe. I think that business will continue to grow, moving to Mexico, Eastern Europe and Asia, where we are positioned to retain the sales.

That is one of our strongest advantages. We can put in sales offices as needed anywhere globally, quickly and efficiently, capture the start-up business and then move with it for production elsewhere. This is a very demanding process and many companies will not be able to follow our model.

As for the world economy, my feeling is that the U.S. will gradually improve while Asia and Europe will still decline for awhile. I don't think the European Union will stay intact as it is now. Some countries will probably leave, if the whole system doesn't break apart. Regardless, I think the value of the Euro will drop and we will try to use that to our advantage. The world is out there for all of us. We are attacking in our own way, at our own speed and I could not ask for more.

GLOSSARY OF TERMS

Assembly - a group of metal and plastic parts that are put together to form a new product like a circuit pack

ALU - Alcatel-Lucent

Charoset - a sweet, dark-colored, paste made of fruits and nuts eaten at the Passover Seder

EMI Shield - a material that will stop the flow of electromagnetic interference (EMI) "noise"

EPA - Environmental Protection Agency

Flame Rating - a designation for a material that shows it is resistant to a certain level of heat and flame

High Holy Days - A combination of a New Year and The Day of Atonement in the Jewish faith

IJM - Ideal Jacobs Mexico

IJEU - Ideal Jacobs Europe

IJX - Ideal Jacobs Xiamen, China

ITAR - International Traffic and Arms Regulations; a protocol set by the US Department of state to control the export of defense related goods and services

MTCA - Micro TCA; a telecommunications platform targeting requirements for communications equipment

NDUM - National Defence University of Malaysia

OSHA - Occupational Safety and Health Administration

OSHA SHARP - Regional group for those companies with excellent health and safety systems

Passover - Jewish holiday celebrating the freeing of the Jewish slaves from ancient Egypt

Sedar - a ritualized dinner observed during Passover in the Jewish faith

Tanglewood - a music resort located in Lenox, Massachusetts that features outdoor summer concerts and classes for students

Tea Party - A conservative political movement founded in 2009 to protest and respond to the actions of President Obama and Congress

This book was prepared using Adobe InDesign CS5 on an Apple iMac Intel Core Duo running OS X 10.6.8. The original text was supplied from the author as individual Microsoft Word files and was imported into Adobe InDesign CS5.

The body text is set in 9.5 point Avenir 65 Medium. Time stamp headings are in 10.5 point Avenir 95 Black. The chapter breaks are in 48 point Antenna Medium. All body fonts are PostScript Type 1 fonts.

The front and back cover designs were created using Adobe Illustrator CS5 on an Apple iMac Intel Core Duo running OS X 10.6.7. Concept and design by Richard Green III.

Title page photo was taken on May 18, 2011, the day Ideal Jacobs Malaysia went public on Malaysia Stock Exchange. Pictured in photo is Andrew C. Jacobs and Ben Meng, President of Ideal Jacobs Xiamen.

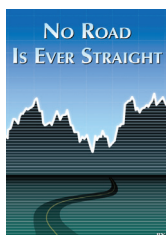
Layout and formatting were done by Richard Green III.

Editing was performed by Lian Chin, Richard Green III, Kate Hannington and Kayla Jacobs. Proofreading corrections were entered into master Microsoft Word documents. Text was then imported and formatted in InDesign CS5.

The finished layout was exported from InDesign CS5 in Adobe Acrobat 9 format. The resulting PDF file was used to transfer the volume to the print facility for imposition, set-up and printing.

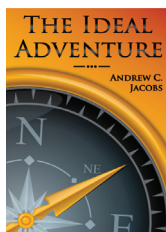
RG3

BOOKS



No Road Is Ever Straight

Come ride the road with Andrew Jacobs and his team and see how the three dimensional highway of world business keeps changing the landscape ahead and forces them to adapt, improve and want more.



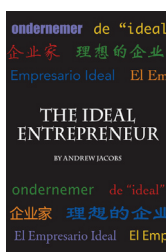
The Ideal Adventure

The Ideal Adventure is the continuing story of eccentric, crazy, obsessive compulsive Andrew Jacobs who is leading his small mutli-national company into the 22 century. Why wait until this one is over?



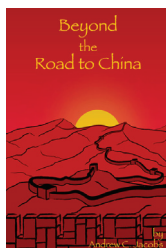
The Ideal Era

The Ideal Era chronicles the adventures in the life of global entrepreneur Andrew Jacobs. His diary picks up from his last book with the exploits of life on and off the road as he tries to build a small global empire. Come along for a truthful ride of world business from one man's perspective.



The Ideal Entrepreneur

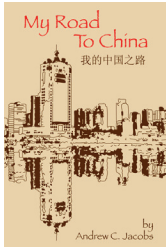
We had a window to get bigger, we knew it and tried to move as quickly as possible. While manufacturing plants were not necessary we did put in distribution centers in Mexico, The Netherlands and China. Coordinating sites, people and various cultures was and continues to be a fascinating challenge.



Beyond The Road To China

Ideal Jacobs Xiamen, China has been created and this book chronicles the adventures of transforming it into a profitable, vibrant young company. Also shared are various world voy-ages, Andrew's philosophies and how to continually have a good time while pursuing your life's dreams.

ALSO BY ANDREW JACOBS



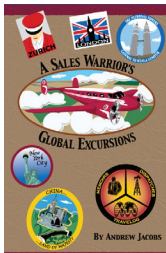
My Road to China

I never planned to have a manufacturing plant in China but when one of our customers “suggested” it might be a good idea, we decided it was time to do it. My Road to China is a diary of the adventure from start-up to full-scale operation of Ideal Jacobs Corp. in Xiamen, China.



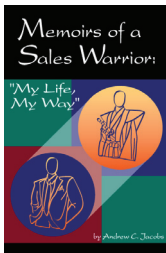
How To Start And Run Your Own Company -Or- Sex, Money And Power...It's All The Same Thing

Have you ever felt that you could do a better job than your supervisor or the owner of the company you now work for? Have you wanted to make the decisions and live or die by your own wits? Most people, at one point in their life, have wondered what it would be like to own their own business.



A Sales Warrior's Global Excursions

Have you ever wondered what goes through the mind of a salesman when he is going after new customers, fixing trouble, and clawing his way to fame and/or fortune? A Sales Warrior's Global Excursions provides insight into this as well as contains the fictional novel by Andrew Jacobs about being the first “embedded” printer in the Iraq war.



Memoirs of a Sales Warrior: My Life, My Way

Memoirs of a Sales Warrior covers many of Andrew Jacobs' life experiences and offers advice for dealing with the trials and tribulations that we all encounter during our journey through life. It also provides a blueprint for success, both within the working world and in our personal lives.



Say Yes, or I'll Keep Calling

A quick reference for navigating the world of sales, Say Yes or I'll Keep Calling provides insight into every step of the process of selling, as well as some advice on maintaining one's personal stability and mental and physical fortitude.

AUDIO CDS

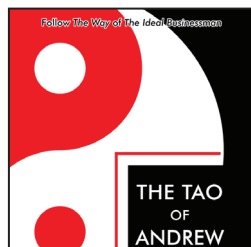
On The Air

My dream of being a radio celebrity finally came true thirty-three years after I graduated college. I was finally in New York City and had two radio shows in the biggest media market in the country. The best part – I really loved doing it and the fact that I had to wait more than three decades only added to the joy.



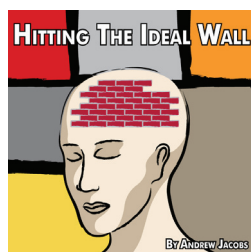
The Tao Of Andrew CD Box Set

In my life there have been turning points that have defined who I am. The four CD's in this box set have documented some of these moments, the people involved, how they have affected me and what I have learned. It is my hope that talking about some of my bumps and bruises will enable you to avoid them and allow you to move forward faster with a little less pain.



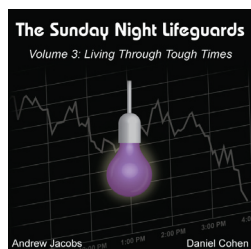
Hitting The Ideal Wall

It happens to all of us. The world closes in and there appears to be no way out. We have hit "the wall." Listen how you can keep that wall from crashing down in front of you and blocking your way. Turn it into the "Ideal Wall" by putting it behind you as a support to launch you toward



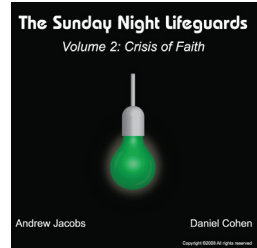
The Sunday Night Lifeguards: Living Through Tough Times

What happens when the economy slows down, unemployment skyrockets, retirements are pushed back and suddenly job security and the mental well being that goes with it are in jeopardy? How much money does it take to make us happy? Who decides and how do we know if we are doing it right? Our answers may surprise



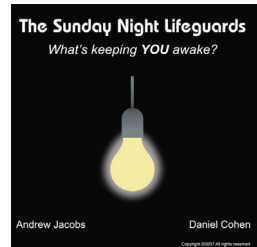
The Sunday Night Lifeguards: Crisis of Faith

Andrew Jacobs and Rabbi Daniel Cohen are back again, this time tackling the question of a "Crisis of Faith." What happens when your core religious beliefs don't seem to carry the same weight as before? Doubts begin to creep in and suddenly you are not sure what you believe and the best path to take. Is doubt a bad thing? Let the Lifeguards help you through the night.



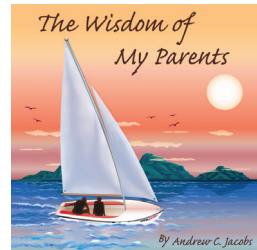
The Sunday Night Lifeguards

It's hard enough getting to sleep on Sunday nights without taking into account such factors as life and death and family matters. Now, you can wade into the troubled waters of daily life with the help of The Sunday Night Lifeguards. Fear not the troubled waters... The Sunday Night Lifeguards are here to help.



The Wisdom Of My Parents

Like everyone else of my generation my parents are getting older and I wanted to record what life was like for them, their memories and advice. I believe the sum up the wisdom for their generation and it is something I wanted to keep forever.



How To Start And Run Your Own Company

As a companion to his book of the same title this CD brings a human side to starting and running your own business. Aided by his nephew and chef, Barry Frish, they explore some of the do's and don't of business and why most people should not own their own company.

