

THE IDEAL ALCHEMY

TURNING CHANGE INTO GOLD

ANDREW C. JACOBS

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DEDICATION

To my wife, Wendy,

You created and maintained the sanctuary so that I could soar.

Love always,
Andrew

FOREWORD

Spoiler Alert

I am sorry to report that both my father and my father-in-law passed away during 2015. The two of them were alike in many ways, and that turned out to be a huge advantage for me - by the time I met Jeff I was already trained by my father on how to handle him. Jeff was not only my father-in-law, but my advocate, my friend, and a man who took great pleasure in bragging about me to others. We had an extremely strong bond that lasted until he died. I consider myself very fortunate to have had him in my corner, and I know he felt the same way about me.

As I write this, my dad has been gone about six months. Our relationship underwent many peaks and valleys while he was alive, but the time since his passing has enabled me to reach a new perspective about him which I am glad has occurred. He taught me many things, for example, how to run a business and sell. He did many good deeds in addition to providing for his family, including random acts of kindness wherever he ventured. He was complex. He had a unique viewpoint of the world and his place in it, and arm-wrestled reality to conform to his vision.

These are the two men who helped shape who I have become over the past 30 years. I am grateful to them both, because they not only taught me what to do in many situations, but also showed me what should not be done. My journey continues, and it is better because of both of them.

JANUARY

1/1/15

3:39pm EST- My House, N.J.

As per previous years we had dinner with Cliff and Barbara last night in a restaurant that has good food, is open for New Year's Eve (which is not usual around here), and doesn't triple its prices because of the holiday. We were home before 9:00pm and I was asleep by 10:30, just the kind of low key celebration both Wendy and I like. I got about nine hours of sleep and was up early. I worked-out inside since it was below freezing outside, and then we went to Barb and Cliff's house for their annual New Year's Day lunchtime celebration. It was very pleasant. People there included Jessica's father-in-law, Michael, who is also in sales, and we spent a good part of the party talking about business and life in general. He was one of two people who bought our stock when it was issued- I was hoping he had sold it at a good time to make money and I found out today he did. I am glad he had faith in us and me, and that he came out ahead. I emailed with my son, Ben this morning to see if he wanted to do the editing and music composition for the ten tutorials I planned to do for my sales program, as well as the commercials to sell the package over commercial, internet, satellite radio, and possibly newspapers. He did, so we will talk when we see each other in Las Vegas next week.

Sometimes you just get lucky. I had been going through a bunch of old papers from my office desk last week when I was bored during the Christmas holiday, looking for relevant tax documents for our 2015 Tax Return, when I found an old manuscript dated 1998. The title was, "The Mechanics of Selling: My Way My Life." After I started reading it I realized two very important things. The first was that this was the book I had planned to write for the new sales program I was developing. The second was that the basics of my philosophy had not changed. I simply needed to update it and add some of the additional thoughts and adventures I have had since then, and it would be ready for final editing. It was completed so long ago that I have not been able to find an actual computer file of the book, but I have a printed copy. Worst case, I will try and have it scanned so that it can be updated, and if that doesn't work I will have it re-typed. I will finish going through it in the next few days, find what extra information is needed, and then will start sifting through my other books and newsletters from the last 12 years to put it all together. As I said, this is a big project and it will take a while. For now I am going back to edit the last quarter of my current book because that has to go to Kate so the editing can begin. Then, it will go through the process of two or three other editors to get a final version for release around July as per previous years.

1/2/15

3:30 pm EST- My House, N.J.

I don't usually have trouble falling asleep but last night was a big exception. Maybe I had too much on my mind. The good thing is that almost all of the issues I am dealing with now are potentially positive, so I am feeling good regardless. I was able to bike outside today, it was warm enough for me to do one of my shorter routes. It also gave me time to think about the various books in the works. I went to see Jeff after lunch but he was asleep, and I did not wake him. I brought him a Dunkin Donuts iced tea - he likes that - and I hope he drank it before the ice melted. Afterwards I went to see Norman, who is at another nearby facility going through rehabilitation for his leg operation. I brought him an iced tea also. He seemed in good spirits and then jolted me with the news that he, Myrna, and Andrew may move to Houston. It seems his other son, Mickey is being transferred there and they all may go. I was surprised to hear that since the bulk of their relatives and friends are here, but such is life. As I left the facility I almost began to cry as the memories of Bunny came flooding back. That was the place she spent her last days, and the sadness of her not being here came down on me like a sheet of water. I am back home now, have had some hot tea with honey, and am feeling better especially after seeing my wonderful wife and daughter. Time to go back to editing my book for last year.

1/4/15

7:42pm EST- My House, N.J.

Ben's daughter, Emporia arrived last night from China and spent the night. She left this morning to go back to her high school in Connecticut. She is a very nice, well brought up young lady and a credit to her parents. She is welcome any time. I saw my wonderful brother today, he is well and as always it was a pleasure to see him. I continued to work on the compilation and also wrote the foreword and dedication to my new book. I am looking forward to getting back to work tomorrow and the conference about the potential plant in Mexico. I think we have planned well for it but you never know what curveballs will be served up to us. It is a Sunday night after time off, I hope I can sleep. The weather is due to turn very cold tomorrow with potential snow on Saturday. I tried to run my tractor today and she was totally dead. I believe the battery needs to be replaced, which I hope to have done tomorrow. Our crew is mostly back to full strength tomorrow, and I look forward to seeing everyone.

1/5/15

4:38pm EST- My Office, N.J.

Kayla started her first day of "Sales School" today using one of my books as a base. We also went over one of our sample-kits so she could start getting used to what our products are and how they are made. I gave her the background on the glass sheet project and she listened in on the conference call. Prices were not discussed but we did go over the test runs needed, timing, and

how the future would work if everything works out with the samples. I sent a proposal later to the customer regarding the pricing for the test runs and am waiting to hear back. I was preparing for this call last week and it seemed to go well, but until the customer agrees to the terms I sent down and the final mass run pricing after the test runs are printed, nothing is solid.

There are lots of odds and ends to get done since the holidays are over and we should be caught up by the end of the week. We have to run a Quality, Environmental, Health, and Safety Audit this week, and then I have to finish the formal 2014 Interior Audit by the end of this month. I made a big mistake on a bunch of the same type of parts and quoted them below cost. We received some short-run orders on them, so we will keep to our original prices and lose money on them, but re-price for the future. If we make a mistake in pricing I will accept the problems once, but then re-price unless we have quoted them to cover a longer period of time. It is good to be back at work.

1/5/15

7:49pm EST- My House, N.J.

For the compilation and continuing over time for additional information and changes past this date:

Good day. My name is Andrew Jacobs and I am going to attempt to help you to make immediate changes in your life. Whether you know it or not, you have an amazing store of potential power within you and some simple tools will help you to unlock and utilize them. Notice I said simple, not easy. The concept may sound basic, but they will probably lead to an immediate unlocking of many interior emotions. For many of these, you will have no idea where they came from. To be able to utilize your talents and truly sell yourself, you first have to know yourself better than at any time in your life. That is the road we are on together. My job is to help you start, coach you along the way, provide support, and then help you to translate what you have learned into something useful. You are about to find out a lot more about yourself than you ever knew before. Stay with me - the road can get rocky but if you can emerge on the other side, I think you will be much happier for having done the journey. Let's get started.

First of all, who am I and why are you listening to me?

The primary reason is that I have probably been where you are now. I started off as a shy, overweight child, but over time and with a lot of introspection and hard work, I have come to create a system that lets me utilize my best traits, improve my lesser ones, and learn basic rules of life that can be utilized in all situations. It took me 15 years to get the basics of my system and another 30 years to refine them enough to where I feel comfortable sharing and marketing them to you. I use various metaphors to show how my system works, from how to find a suitable mate, to being a professional salesman, to learning how to deal with the stress of Sunday night, to reading my journals of the pitfalls and successes of building a thriving company over time. You don't have to go

in order, your access to all of the material is immediate, but you may want to go in order since that is the way I planned it.

Let's begin with the ten rules of life.

(Yes there are rules, and they do not change.)

1. Besides family, the most important thing to anyone is their job and the second most important thing is a better job. People, especially in the United States, are defined by how they make their living.
2. You can't get what you want from anyone until you understand what they want first and at least attempt to satisfy that need.
3. If you can help someone keep their job and/or get a better one then they will be much more inclined to give you what you want.
4. Emotion blocks most people from introspection, hence almost no one does what is in their best interest. The better you can understand yourself the better you can understand others and create relationships that endure because both sides gain enough to keep coming back.
5. Most people have bad memories and what they do remember is often partially or totally wrong.
6. Most people are good and if you treat them that way they will do the same back to you.
7. You can't measure your level of happiness unless you have something to gauge it against. Define what you want and create quantitative levels of measurement so that you can chart your rise upward. Leaving it at how you will achieve amorphous goals like, "I want to be happy" or "rich" or "successful" will never allow you the joy to say you got there.
8. Can money make you happy? Anything can make you happy if you define it as such. Using other people's goals for your own is an endlessly frustrating experience unless you make those goals your own.
9. Within yourself there is a mind, body, soul and spirit. Each can improve at different levels and also retract from previous heights. No one is perfect and life is in flux. Try to keep moving upward in all areas, but give yourself some slack if the journey is not steady and consistent across the board. We all make mistakes and the only way they stop is if we stop taking chances, and that is also a mistake.
10. There is nothing wrong with following someone else, just make sure it is your choice and not their manipulation.

There you go - ten rules that I have developed over the last 58 years, modified, and tested, and they work for me. But will they work for you? The short answer is that it doesn't matter, because by the time you finish mentally working out with me you will either have adopted them, adapted them, decided they were wrong, and/or made some of your own. What I say really doesn't matter, My job is to get you on the road to thinking about what is really important to you and acting on it to make your life better in measurable ways. Therefore, here is what we are going to do. We have recorded ten shows discussing these

rules from various real life perspectives and situations that have happened to me over my lifetime. Real life situations are always better than theory. I will never take advice or have a mentor based in theory. They have not gone into battle to earn the right to give me advice, and therefore I reject it. Also, I very rarely take advice from anyone who is less successful than I am in the area I want help. Why would I?

As for my qualifications, suffice it to say that as I write this I am a millionaire, self-made, and through all of our companies and the companies we own stock in we have over 200 employees. When I started it was just my father and me. I have an incredible family and have been married for 30 years. I have also made a lot of mistakes, one of which cost me a million dollars, but I work long hours and I always have. I love my job and I make a lot of mistakes. Oh yes, I said that already - I make a lot of mistakes and fail all the time, and anytime I get cocky, something else goes wrong to bring me back down to earth. I am constantly taking chances, many of which don't work and cost a lot of money. The risks are huge and at stake are the livelihoods of many people. But that is all part of the wonderful process of personal growth, business, and creating jobs, which is one of my most cherished passions. If you think that I am not in a position to guide you, then read everything you now have access to. If you still think I have nothing to offer, then email me and I will refund your money. If you are lying about that to me and yourself, and you just want free stuff, then it will end up doing you no good since nothing good comes from a bad deed. I am not doing this to get your 20 bucks, my billable time is worth many multiples of that. I only charge that to get a commitment from you to move forward. My real goal is to help you to be a better person and through that deserve a better life, then do the same for others and help create more jobs around the world, which is my true goal. Best of luck - the better you do the better I do and the rest of the world does. I hope you are incredibly successful, let us know how it goes. Time to get to work.

Step 1. Start reading.

First book is "How to Find and Keep a Suitable Woman, or Shut-Up I know What's Best for You." I don't care if you are male or female, looking for a mate or not, it will give you insight into how people think and act, and that is the vehicle I chose to explain a lot of human motivation and why we act as we do.

Step 2. While doing that, start listening to the ten shows.

Step 3. Read my book, "The Mechanics of Sales."

It doesn't matter if you want to become a professional salesman or not, we all need to learn to sell to be able to get what we want. The basics in that are the same as the basics in life. If by any chance you find out you might have the aptitude to sell for a living, then you may have just found out you can be a lot more successful than you already are.

- Step 4. Start listening to my shows that I taped for WOR Radio in Manhattan. The series is called The Sunday Night Lifeguards and was created to help people understand what is keeping them up at night.
- Step 5. I have been writing about a book per year for the last 13 years. You have access to five of them. Read them to get an idea of what my life and philosophy are and whether you want something similar. They will give you a guidepost to help set the goals important to you.
- Step 6. Your turn - if you went through everything and even if you haven't you have the idea of what might be best for you. Write down your goals, write down when you want to reach them across mind, body, soul and spirit and then a plan as to how you will get there. The rest is up to you, but if you want me to review your plan, email it to me and I will get back to you.

Our world is filled with a lot of good people who don't have a plan about what they should do in life. You have a chance to be different, and I hope you take the chance now knowing you will make a lot of mistakes and try a lot of things that probably won't work. In other words, just like the rest of the successful people.

1/6/15

4:41pm EST - My Office, N.J.

I have often found that many of the various ideas and inventions I've created have died because no one would give them any show of support. Since I know how hard that is to accept, I try and support new entrepreneurs when they are launching products and ideas. I saw on LinkedIn that one of our old-time customers has started a funding effort on "Kickstarter," a web-based fundraising system. When I went there to check it I saw that no-one had signed up to give them any support. Although I am not sure what their project is or what it does, it doesn't really matter. I signed up with a donation anyway, so they would have at least one person backing them. My contact emailed me that he and his partner were very appreciative and I could tell he was really excited. That alone was worth the money I spent. Telling someone they have a valid idea that is worth pursuing or that they are doing a good job is of immense help, and gives a shot of jet fuel to propel them further than they might have gone before. Being positive is always harder than being negative because it takes effort, support, and sometimes even money, but the results for them are huge and the person giving the support also benefits. Good fosters good and benefits everyone.

It is cold here and it is lightly snowing, so I will broom off our driveway when I get home. This is actually fun because it will mean I am outside for a little while. No word back on the glass project yet, and if we don't hear by mid-day tomorrow we will contact the person in charge. Mike recorded me

this afternoon for IJX's tenth anniversary party. They are having a slide show presentation and wanted me to do some of the narration. Working with Mike is fun, as it has always been. He is not shy about telling me to slow down, to do something over, or telling me it sounded good. Having an honest voice when doing this kind of thing is imperative, and we should be doing a lot more over the next six months with the new compilation project. The price of oil is below \$50.00/barrel and the Dow Jones Industrial Average has dropped about 700 points in the last two weeks. Ideal Jacobs (Malaysia) Berhad stock is also going down, and I just bought some but so it goes.

1/7/15

3:00pm EST - My Office, N.J.

I got home last night to about one inch of snow, which I happily cleaned off the driveway and paths. It was cold, but I was dressed for it and enjoyed it immensely. It was very quiet and my thoughts morphed to whatever my mind chose, often switching back from decades ago, to today, to the future.

After a very hearty dinner I got an email from the project manager in Mexico regarding the glass project. They agreed to most of our terms and wanted to start the test runs of 25, then 50, then 100 pieces as soon as possible. He requested that at least one of our people be there. I then called our sub-contractor in Texas who is ready to go, and after contacting Paulina and Vinnie decided they would both be at the test runs. This serves both to make sure things run smoothly with the customers, but also to allow them to learn as much as possible for putting our plant into Guadalajara. We are still waiting for confirmation of the testing dates from the customer so we can book the planes and hotels from our end, and I am going to try to not get too excited until the last run of 100 is completed and accepted by our customer, and we check to see how much spoilage we have so that we can figure out our final pricing.

We spent more time today working on the logistics of what has to be done with our Dallas sub-contractor, and with buying the press in Georgia before moving it to Mexico. Financing has to be worked out, and there are a lot of huge potential costs coming in. Meanwhile, another big job we have been working on regarding affixing specialized labels and gaskets to plastic parts is also in the works, and we are running tests on various printing processes to see where we get the best results. While all this is happening, I have been working on training Kayla in sales and going after new business myself. Since I am training her to eventually see our current customers worldwide, as long as she stays, my job will shift the next few years towards finding new customers, generating new business from the ones we have, and focusing on new product lines.

My chief editor, Kate has moved on. She is graduating soon from musical instrument repair school and already has a full-time job set to go, so I am shifting the primary editing duties to a woman in China. I know it sounds crazy because she is editing in her second language, English, but she is really good and once she is done it will go through me, then Kayla, and maybe Rich. We are on schedule for June 2015 release date. The price of oil continues to

drop, helping the US economy as a whole right now, but causing shock waves throughout the rest of the world.

1/8/15

4:37pm EST - My Office, N.J.

The day started with an email from the liability lawsuit attorney giving some new details of what was happening in the case and they did not sound good. My stomach immediately went crazy, which sent me spiraling into despair. But after reading it a few times, calming myself down, and exercising in the basement I was better, and was able to eat breakfast afterwards. I got to the office expecting to talk to Mike about it when I was met by some of my team to tell me the heat was not working in the plant area. Our landlord had been called and he will take care of it by this afternoon.

Mike and I spoke about the lawsuit and decided that the new information was not that bad, so we called the attorney and it turned out that it seemed to be even less of an issue. Therefore, I am going to try and stick it in the back of my mind, and if anything needs to be done before April I'll deal with it then.

In the meantime, Kayla decided that the apartment we looked at two days ago was the best of the group and she put a deposit on it today to move in on February 1st. It is a huge step for her and I am very proud she made the decision as quickly as she did. The rest of the day was spent marketing, planning, and pricing, plus getting reservations set for Vinnie and Paulina for their trip to Dallas next week. They have to be there from Monday to Thursday for the glass project, but it should be well worth the knowledge they get from our glass printing supplier, our customer, and our customer's customer. I also spoke to the press manufacturer's finance people who basically told me that since the press was going to Mexico we had to finance it ourselves. I had already figured this, and our bank is ready and very happy to handle it.

The price of oil has stabilized, so the stock market is moving up again - a good sign. Three men attacked the French offices of a satirical magazine and killed a lot of people. There is a national manhunt on - very sad.

1/9/15

9:09pm EST - Newark/Liberty Airport, N.J.

On the plane.

I was up at 3:00am, worked out, and had breakfast. Wendy, Alex, Kay, and I were driven here by Mike the Driver, and we met Barb and Cliff. So far so good on the timing, although it has been snowing lightly for a few hours. The entertainment on this plane is via the Internet, so I am hopeful we can hook into it. Otherwise, I have movies and editing so I will be fine. Viva Las Vegas!

1/9/15

7:50am Las Vegas Time, 10:50am EST - In Flight

We are about one hour behind schedule, maybe the pilot can make some

of it up. I have been editing and will continue to do so off and on throughout this trip.

1/9/15

3:09pm Las Vegas Time 6:09pm EST

Palazzo Hotel

By the time we landed we were less than 30 minutes late, which was fantastic, and we met Ben and Kate in the terminal. Once at the rental car area we split into two teams. Kayla, Alex, Ben, and Kate went to buy provisions and get lunch. Barb, Cliff, Wendy, and I came here to check-in. This is an amazing facility and decorated to a level I have not seen since Atlantic City. Everything here, even the airport caters to the gambling areas, which we have avoided so far. Our room reservations were in order, and I am hoping by now the kids are back and getting ready to meet downstairs for the vow renewal (number three) by Elvis (Presley's impersonator). On the way down to get a snack, Wendy and I were in an elevator that was full of middle-aged men wearing weird hats. They were talking about sports injuries and a friend who had come back too soon after having a hernia operation. It took him a year to recover. They looked like they might have also been drinking, but how much I could not tell. I was going to chime in about how long it took me to come back from my recent appendix surgery, but I thought it was better to keep quiet. Once the elevator doors opened we parted company, and Wendy and I went out in search of food, which we found. Now I am getting ready for the ceremony, myself. This is obviously a very easy place to spend money, but so far it is interesting enough to hold my attention. Once we are back together as a group, the real fun should begin.

1/9/15

11:20pm Las Vegas time 1/10/15 2:20am EST

The Palazzo Hotel

Kay, Alex, Ben, and Kate outdid themselves when they went to the two supermarkets to buy me supplies. I am now amply set up with most of my provisions, and happy that is off my mind. When we leave we will divide up what is left so we will all have food for the journey home. Part of the deal with the wedding package Wendy got was a limousine to take us to "The Chapel." It was a fun 20 minute ride, and when we got there they were ready for us and whisked Wendy away for some pre-ceremony photos. We decided to have Elvis read us the marriage vows. In fact, the whole ceremony was both highly entertaining and nicely emotional. The kids, Barb, and Cliff all took up various duties, from the best man to maids of honor, and as "Elvis" sang and officiated we all had a great time. There was dancing and finally the chance to kiss my bride to finish the ceremony. We think each time we do this is more significant than the last because we know so much more about each other and still want to do it again.

After that it was more wedding photos, then a delay for their processing, and finally my wonderful wife took charge of the negotiations for the price of

the pictures. As always she drove a hard bargain, I never have to worry about her with money. She handles it well. We also got the video they shot of the proceedings, which will be something we can look back on every once in a while for a good laugh and happy smiles. By this time both Cliff and I had been up a long time and we were both really tired. We came back to the hotel and went to dinner nearby. Wendy and I hosted and we all had a great time. It was really wonderful having everyone there to celebrate. Wendy never did decide what type of shot of alcohol I should drink, so that has not happened yet. The debate continues.

At the end of dinner I suggested we go gamble for 40 minutes, the amount of energy I figured I had left in me. Barb and Cliff decided to go to their room for some much needed sleep and the rest of us went to a Black Jack table. We had a great time for 30 minutes and I won around \$80.00. I decided at that point that I was done and called it a night. It has been an amazing day, and I am very glad we are here. More adventures are scheduled for tomorrow.

1/11/15

8:46am Nevada Time - 11:46am EST

Las Vegas Airport

Yesterday was a bit of a blur. Wendy, Barb, Cliff, Ben, Kate, and I went out to breakfast at a local diner. The portions were huge, I was hungry from my workout and I ate a lot of food. My goal for the rest of the morning was to keep walking as much as possible, burn calories, and find something for lunch, all of which I did. Wendy, the kids, and I met back up at 2:30 pm and it was off to Red River Canyon. It is a huge national park filled with a somewhat desolate landscape resembling the surface of the moon. The temperature extremes are so high that not a lot of vegetation can survive there but the rock formations are huge, high, well defined, and multi-colored. The park was packed with hikers and climbers who all seemed to be having a great time and in a pleasant mood.

The reason for our journey there was to take pictures. Kayla, Ben, and Alex had combined resources to pay for a photographer to take numerous combinations of our family. I thought it would be hot since it was the desert. As soon as I got out of the car and the cool temperatures hit me, I realized that I had miscalculated on my clothing. It was not terrible, and once we started moving around to the various picture locations we were all fine. It was a lot of fun and laughter, and we got some great shots. There was one slight mishap - Wendy tripped on a branch and received a nice bruise, but she took it like a pro and it did not slow us down.

Once done, it was back to the hotel then to dinner. Here was the moment of truth. I decided that this would be the time to take the shot of alcohol that we had been talking about for weeks. I turned to my wife, asked her to choose, and she got us both a double (as it turned out) shot of Tequila. Please remember I had not had straight alcohol since I was 22 years old, and I was not sure what would happen. Projectile vomiting might have occurred, as well as me falling over in a stupor. I sprayed some lime into my drink, as per the suggestion of

Cliff, raised it to my lips, and hoped for the best. I figured I would not like the taste and boy I was right about that. It tasted like cough medicine. I downed it in two gulps and a sudden flood of warmth went down my throat. After a minute nothing happened, and it seemed that I would be okay. I went to the restroom and was able to walk, even with the double shot. Everyone was excited it happened. They took a video and photos which were uploaded immediately. The video is also for our team in New Jersey. Now, feeling great that I have done it, I plan never to do it again.

Right after dinner Cliff and I headed off to find the theatre where Penn and Teller were performing. We got a little lost, but the brisk walk cleared out any effect the alcohol left in my body, except for being tired, and we made it just in time. The others had taken cabs. The performance was good, not my particular type of humor and magic, but the others liked it a lot so I was very happy to be along. Besides, I slept through half of it - maybe partially the result of the alcohol. We all taxied back and were at the hotel before 11:30 pm. I was asleep around 12:30 am. The others did various things and eventually also went to sleep. I was up at 4:00 am, which was really tough since I did not have a lot of sleep. I attempted to work out as long as possible, but did not make it to my normal duration. Wendy, Kay, Alex, and I are back at the airport now. Barb and Cliff left earlier, and Ben and Kate are going later. Everyone has gotten along, we are all happy and I could not ask for more except for all of us to get home on time and safely. I am still amazed, a double shot and I survived.

1/12/15

3:40pm EST- My Office, N.J.

We landed on time last night, after a very good flight. Mike the Driver picked us up and after dinner I was asleep by 10:30.

It was wonderful to be back home and go through my normal indoor work-out this morning. There were a lot of things to do in the office even though I was only gone a day. I have been pricing, working on projects, and trying to help coordinate what is happening at our sub-contractor in Texas. Unfortunately, they did not get the blank glass sheets and I have not been able to get a hold of the customer, so the days appear to have been wasted having Vinnie and Paulina there. We had planned to get them there tomorrow, but the customer said they would be needed today. Unfortunately, so it goes sometimes, and there is nothing that can be done.

Meanwhile, I had another meeting today via conference call with the customer's counterparts in Texas regarding what was happening with our sub-contractor and getting ready to open the new plant in Mexico. There are issues with the quality of the glass we are getting to print, as there will be with the printing itself, but I am hopeful we can work it all out. We have not heard if the glass prototype we sent out to our customer has been accepted, and we will not buy the new press until we have an approval.

We are also sending out a new set of printed polycarbonate samples for another big piece of business we are working on. It involves printing continu-

ous UPC Codes and the quality level needed is at the upper ends of our digital presses' potential. If they accept it we can go ahead, if not I am not sure what else we can do. I can't promise what we can't deliver on a consistent basis.

1/13/15

4:52pm EST- My Office, N.J.

More lawsuit stuff this morning via email, which sent me into another round of anger. Kay and I had another interview for our new book, this time with Lou Beckerman, an extremely good and competent salesman who has been our insurance agent for over three decades. Kayla and I brought lunch to his office and we recorded him about how he started, his sales philosophy, and his views on life. Not unsurprisingly he fit in well with the rest of our interviews. While there I was talking about the lawsuit and what it was doing to me, and he said to hold up for a moment. He checked our insurance liability policies and it turned out we had more than I thought. We seemed to be in a much safer position. This was incredibly good news, and it greatly lightened my mood and view of life.

Afterwards it was back here for more paperwork, pricing, and a lot of phone calls regarding what was happening with our sub-contractor and team in Dallas. There was a problem surrounding what standards to use for the glass printing and not a lot was getting done. Our team was very frustrated and I decided to start calling people I knew who might be able to help. As of a few hours ago, things seemed to be moving along better. I was taking a risk calling people who were high up in our customer's company, but we were on a very limited time schedule for Texas and if we did not get things done soon we would run out of time. I have not heard anything for a few hours so I hope things are going smoothly.

ISIS Hacked into a U.S. Armed Forces Military Website. They ridiculed Americans and threatened to come after us. This was not a good idea for anyone. If the U.S. government determines it is a viable threat they could massively retaliate like we did in Iraq. The latest edition of the French magazine, Charlie Hedbo, will show another mocking of the prophet Mohammed. I don't think that is a smart idea for them, or healthy for anyone. I am against negativity in general, and mocking one's God can do nothing but cause anger and the need to retaliate. Therefore, why do it? It is not an expression of freedom of speech, but a license to defame and incite. And while I don't like the idea of censorship, I also don't like the idea of the law protecting those who would incite violence.

1/14/15

7:44pm EST - My House, N.J.

Vinnie and Paulina are still in Dallas visiting our sub-contractor, and we had a meeting with our customers who were also there. They told us their potential demand was now much higher and wanted confirmation that we would expand faster than originally planned. I told them we would be happy to do

whatever was needed as long as we made money. We still don't have an okay on the final printed parts, and Vinnie and I will write a set of procedures when he returns to cover checking the glass itself, handling the packaging, the printing process, quality control, and disposal of bad parts. They may want us to purchase the glass also, so that will mean more investment. We were talking a lot of money before and much more now. The key to this project is setting a standard for quality control and getting our rejection level down to below three percent. If we can't do that we will need to change our pricing structure in addition to the other areas where more time is needed. We will run another set of tests tomorrow. The customer will still be there, but Vinnie and Paulina are leaving early. The final test of 100 pieces will be run on Friday. From there we will determine the final rejection level and how we need to handle the pricing. If we agree, the customer will probably start going ahead immediately. In the meantime, no word back on our sample from Atlanta. The customer wants us to open in Mexico immediately, but not until we have an approval and the minimum order we need to start. Very exciting but also scary. Kayla is involved with the process, listening to what is happening and commenting on our strategy. She has a good feel for negotiations and reading of various types of people. The deposit is down for her new apartment, she moves in when we get back from China.

1/15/15

4:03pm EST- My Office, N.J.

Wendy just texted me a picture of the Bloomingdale's window display in Manhattan. Alex has a dress in it, very cool.

Another day of pricing and trying to work through the glass project. We have more samples ready at our supplier in Dallas and are waiting for the customer to decide if they are suitable. If not, they are the best we can do, and if they are not good enough we are done. Every new piece of business gets to this point, often multiple times, so we will see what happens. It has taken a great deal of energy and money from everyone concerned. Our people are not even sure they want the job knowing how much it will cost us to get into operation, and with the potential downside of extreme financial hardship. It would, however, be a leap into a new area, and these types of opportunities only come along every few years. If we don't take them, we will stagnate and eventually the company will go down. The marketplace is telling us to do this, so we will try and follow the call if we are able.

I just heard from Marina, my travel agent. She was the person who took over after my frequent flyer broker went bankrupt and screwed us for \$4,000.00 worth of airplane mileage. She is doing well and we are planning more trips with her. I love helping someone who is trying to start and run their own business. A new Republican-led Congress has taken over here in the U.S., but whether they will work with the president is highly questionable. Mitt Romney may now be running for president again - I do not plan on voting for him, I am an early supporter of Jeb Bush.

I have been monitoring Malaysia's increase of Sharia law. It seems to be growing quickly, with many new restrictions against various activities, and is decidedly anti-Zionist. The world is becoming more polarized and it is highly disconcerting. I will be more careful traveling, and will ensure the same for Kayla when she is with me.

1/16/15

4:39pm EST - My Office, N.J.

I spent most of the day working on pricing and the glass project, and we seem to be closer to making it work. We have sent revised specifications to the customer to try and get them approved so that we can run the job efficiently. Our sample, the one from the press we plan to buy, was approved. Another sample has to be made, however, so we are moving towards buying the press and putting it in the plant in Guadalajara. While that happens, we would work out production with the company in Dallas to supply the product until we get up and running, and then they would take our overflow. The financing will be about a million dollars to get everything into operation. It is a big deal and we are not ready yet, but as I said it is getting closer and more exciting all the time.

1/17/15

4:38pm EST- My House, N.J.

I never know what is going to happen in this business. I heard back from the customer on the revised specs we offered to keep the price the same as we originally quoted. Not only did he reject most of them, but he also told us that we had to buy the glass and offer them a whole product. Since the glass manufacturer is currently experiencing a rejection rate of more than 20 percent, this means that we would have to set up a test station with them before the parts ship to either our sub-contractor in Dallas or the new plant we are going to build. We also have to figure in the cost of transportation, insurance, and the high rejection rate probability for the printing, since the specs are so tight. We have an appointment with an American glass manufacturer on Monday, and will also have our sub-contractor in Dallas print one more sample with a new process they've developed. If approved we will figure out the rejection rate of the glass, the printing, and everything else, and give a new price based on all of it.

1/18/15

2:05pm EST- My House, N.J.

More emails back and forth between us and our glass customer. The more stringent requirements are increasing the chances for rejections, and therefore so is our selling price. It has been very cold here. It started raining this morning, which created a sheet of ice over everything. While still much better than deep snow, traffic was mostly stopped but it seems to be running better now.

1/19/15

5:12pm EST

I spent most of the day on the glass project and getting ready for a customer audit tomorrow. I am really tired and going home.

1/20/15

5:10pm EST My Office N.J.

We have four people in our office conducting a customer audit for a new big piece of business we are working on. They were thorough and did it well. The glass job is dead for now, they did not like our prices and wanted us to take all of the risk. I told them that we were done.

1/21/15

8:56pm EST - My House, N.J.

After I told the customer I wanted out of the project, the head guy called last night to negotiate. I told him we needed some leniency on the specifications and better access to good glass, and that we would send a new proposal to him today. We had that meeting this afternoon, and afterward Vinnie, Rich, and I worked on it. We set up a system to easily determine which glass was okay to use and changed some of the tolerances, and then had a meeting with the customer and his guy in charge of the whole project. They seemed reasonable, so I repriced the job to account for a combination of various levels of rejection on their part. I did this in part so they could see how much they would save if their customer were reasonable. We are supposed to have new glass samples to print next week, when we will try and get an idea of the true spoilage rate. Meanwhile, I got an email this evening from a different group in the same company that wants to talk about the same glass project tomorrow. There are too many people in this, but we will go a little further to see if anything can actually happen.

Meanwhile, we had a lot of pricing to do today, as well as work on current jobs and to finish up the 2014 Interior Audit. This project has been taking up the majority of my time for a while, and it either has to go ahead or go away. I can't afford to keep spending so much time on this without concrete results.

1/22/15

4:08pm EST - My Office, N.J.

Today started as most of my others do, with getting up at 4:15 am for work, answering emails, working-out, and then heading out to the office. We are scheduled to leave very early on Tuesday morning, and Kayla seems to have the flu. I am going to the doctor tomorrow to get some preventative medicine, so hopefully we are both healthy when we travel.

We were unceremoniously dumped from the glass project this morning. It seems ridiculous, since I thought we were the only supplier. Then, we were called later and brought back on for another version of it. At this point we are not even sure whether we want it, but will do what is needed to keep it alive

until someone at our customer's takes a definite stand. Elsewhere, sales are good for the month, we are opening up a new office in Belgium, Igor is moving out of his house, and work continues on the big sales compilation project.

There is a big scandal growing before the Super Bowl. Allegedly, the New England Patriots' quarterback used footballs that had less air pressure than required, which made them easier to use.

More people seem to be intimating that they will run for president here in the U.S. if the Democrats want to increase taxes for people like me. Then, it's vote for the other guys or not at all.

1/24/15

9:38pm EST- My House, N.J.

Yesterday was another day of pricing jobs and working on sales. Also, for the glass job we have been told numerous times we are off of, the customer keeps coming back. We submitted more prices for just the printing and they said they would get back to us. As it turns out, our supplier kept testing and emailed us that they have come up with a solution to the spotting and streaking problems. I relayed it to the customer and told them that even though they had not sent us a P.O. we continued research and might have a breakthrough.

Kayla has been buying furniture for her new apartment. She moves in as soon as we get back from China and is very excited about the prospect. I saw Uncle Dave and my parents today, all seem fine. I had a very good time shoveling the snow that occurred last night. More is supposed to be coming and I don't know if it will affect our travel plans, but the tractor is ready. Vinnie and Dave came up yesterday, so it is also nice to have the snow-blowing option.

1/25/15

11:35pm EST- Newark/Liberty Airport, N.J.

Cathy Pacific Lounge

Taking Wendy's suggestion this morning, I contacted my travel agent, Marina. She was able to switch our plane reservations to later tonight instead of tomorrow. The predictions are now for up to 24 inches of snow, and a lot of flights have already been cancelled for tomorrow. I am glad Kayla and I are leaving early. It has been a good day, I exercised in our basement, saw my brother, and a spent the rest of the day getting ready for this trip and spending time with Wendy. It is always hard leaving her, but a little easier now that Kayla is with me. Mike the Driver picked us up about 90 minutes ago, and we are due to board in less than an hour.

The Greek people elected a new government that is probably going to make them leave the Euro Zone. In my opinion, the following will happen. The Euro will fall more than it already has and the next conversation will be which country will leave next. The Greek economy will de-value by at least 30 percent and will go into a steep recession, if not a depression. All of the people who have invested there in the past few years will be hit hard by the devaluation, and there will probably be a massive sell-off of assets. The destruction

of their economy, however, will make it a profitable place for tourists since the currency will be worth so much less, and non-Greeks will get more for their currencies. Unfortunately for Europe, I think this will be the start of the downfall of the European Union, and those who leave will be ripe for internal upheaval, if not revolution.

1/26/15

11:59pm Hong Kong Time, 10:58am EST - In Flight

Five hours and 24 minutes to go. Our ground speed is 546 miles per hour, and altitude is 35,000 feet. Judging by the air map, we are traveling over Russia.

I got about seven hours of sleep, so I am doing well in that area. The snow has started falling back home. I hope they don't get hit too hard, and I feel bad not being there to help fight the effects at the office and at home. I also hope that the snow removal preparations I made work out. It is my feeling that the east coast will be shut down for most or all of Tuesday, and our crew will not be able to get into work. If that is the case, then I am much better off going away, rather than being cooped up at home going crazy about things I can't change. Mike emailed me to ask if he could bring one of our portable office generators home. We bought a few of them, as well as heaters and other storm-related gear that can help our team in bad situations (and this could be one). I told him to give out as much equipment as our people need. The fact that we have it is a great display of our preparation and care for our people.

I started editing my book, "How to Find and a Keep a Suitable Woman, or Shut-Up I Know What is Best For You." It needs some updating, but the basic premise is still good and works as a great metaphor for sales, relationships, and life in general. It is part of the compilation project, which is turning out to be a much bigger amount of work than I originally thought it would be. On the other hand, all the things I am putting together are good materials for Kayla's training, so I am winning on both counts. She is a voracious reader and comprehends well. She also keeps me on my toes to make me explain logically why many events, reactions, and outcomes are based on emotional responses that are often not in the best interest of the person making them.

There is an old saying, "If I knew now what I knew then, I could have done things better and differently." Of course that is true, but if that was my philosophy I would probably never do anything. I would always wait for the best situation possible. The fear of not getting the best outcome not only makes most people hesitate, but also wastes a lot of time in the process that would be better used elsewhere. I am a believer in very fast decisions, and these enable me to move quicker than almost anyone else. I get a lot of what I want simply because I act. Knowing that I am wrong a decent amount of the time, I can easily accept the risk in advance. If things don't turn out the way I plan, I accept the new reality and move on. I rarely second guess myself because it is a waste of time that I could use to move ahead. It drives a lot of people crazy. For my team it is a constant source of encouragement and frustration, because I will always back them in moving forward, but I will also harass them when

they delay. What is normal behavior for most is not what we (meaning I) will permit, and I believe this is much better for our people not only at work, but for their whole lives. The only time I will ever give the look of 'I told you so' is when they hesitate and it does not work out. If they go on to work for someone else or as their own boss they will take their own lead, but at least they would have gained the unusual perspective of "think quickly and do it now" from me. I believe that this is one of the greatest gifts I can give them.

Life is like a giant game of multi-level chess. Various sub-games are going on within the overall adventure of life. Trying to "read" your opponents is a huge composite of the challenge if you want to dictate your own future instead of being coerced by someone else.

1/27/15

7:54 China time, 1/26/15 6:54 pm EST

Hong Kong Airport

I believe we landed early, and Kay and I breezed through security with plenty of time for a snack and to check emails. There was a lot happening at home, since there was a blizzard alert in effect. I spoke to Wendy. Things were not great, but she was safe at home and not planning to leave, so she was fine. Mike has already closed IJUS for tomorrow, as have a lot of other companies along the Eastern Seaboard. There are projected snow falls of one or two more feet over what has already fallen. It appears that most, if not all of the flights scheduled out have already been cancelled, including the one Kay and I had planned to be on. It's good that we left early. One more flight to Shanghai, and the hotel will have a car waiting for us. Since we are a day early, Kay and I will go exploring for a little while this afternoon, unless I get too tired.

The left-wing Greek party that was elected has aligned with a right-wing party, both of whom agree that they want debt forgiveness. They are indirectly threatening to leave the Euro Zone. They will use that threat at least one more time to try and force them to re-pay their bill, and if not to be released from part of them. It will be interesting to see how much they can blackmail the EU who wants to keep their membership intact.

1/27/15

6:11pm China Time 5:11am EST

Intercontinental Hotel Shanghai Expo

We landed in time, found our driver, and arrived here about noon. It is a cold but nice day, and Kayla and I decided to venture forth to find a place for lunch. This is highly unusual for me when traveling, as I almost always stay within hotel grounds. My daughter is more adventurous than me. We took a taxi into the older part of Shanghai and eventually found a restaurant recommended by our hotel. We found some food I could eat while Kayla indulged in a "soup dumpling" which was actually eaten with a straw. We had a very pleasant time looking at the various shops. This was a big tourist area and it was very crowded. We saw the oldest tea house in Shanghai, which was beau-

tiful and very ornate. The weather was continually getting colder and I was getting more tired by the minute, so after a minor quest we found a cab and made it back here.

Back at the hotel and very tired, I pushed myself through my band workout and made it 45 minutes on the treadmill, which I was very happy about. I've just finished a shower. I am due to meet Kay at 6:30 and once dinner is over I plan to go to sleep. As it turns out Rina wants us to go with her on a sales call here in town early tomorrow afternoon, and then we will go to Suzhou. Kayla and I have been talking about sales and business off and on most of the day, her instincts are excellent. I am now looking out over Shanghai - the pulsating lights are magnificent.

1/28/15

10:19am China Time 1/27/15 9:19pm EST

Intercontinental Hotel Shanghai Expo

Dinner with Kayla was short, we were both really tired and I was asleep by 9:00pm. I got a text from Wendy about 2:00am that she had been shoveled out so that she was fine. It was great news and I went back to sleep with no trouble. I was up at 4:30, worked out here in my room and then down at the gym. It overlooks a river running through the city and it is in constant motion with various types of barges moving up and down and blowing their warning horns. Kay and I went over more about sales in general and the particular call coming up over lunch. Which reminds me, I need to review where we are going and who we are seeing so I can be ready. I am not sure who is leading this call, whether it is Rina or me, so someone has to be in charge for it to go well. Kayla is excited and nervous, she really wants to do her best and I am very happy she is with us.

1/28/15

9:51pm China Time 8:51am EST

Intercontinental Hotel Suzhou

The sales call this morning in Shanghai went well, and had potential for future business on two new parts already in progress. We went over what they wanted to talk about, which involved IJUS buying material to sell to IJX, who would then convert it to unprinted labels. I then gave the buyer a 3D printed top that Kayla made and he got excited and invited two more people in for a potential job. I do not think we can do it, but the fact that it spurred that kind of reaction was excellent. Also present was Rina, who was translating part of the time, and our salesman for that area, who is also a pressman.

From there we drove to IJ Suzhou, and I must have been sleeping for most of it because I don't remember much. We took a tour, and they have grown a lot since the last time I was there. Kayla also went over the assembly job we planned to do there. Rina's people seemed very capable of doing the project, and we will stop there tomorrow morning to pick up finished samples to see how it goes. Rina took us here to check-in, and then it was out to dinner. It was

a very good Chinese restaurant. Kayla had a blast trying all types of food and really enjoyed herself. I liked the dishes, but the look of fun on Kayla's face warmed my heart. Rina, Kay, and I had a great time talking about everything. By the way, Rina is going back home during the upcoming Chinese New Year. It is a 12-hour car ride and they don't do it frequently, so she is excited to see her family and show off her very handsome son.

It was then back here, where Kayla dealt with some internet issues. I am going to go to sleep soon. I am in constant teaching mode with Kay and she is absorbing everything past the rate I can offer it. The way she handled the assembly display with Rina's people was professional and easy for them to understand, despite the language barrier.

1/29/15

3:48pm China Time 2:48am EST

Pudong Airport

It was one of those nights where my stomach was not settled and I did not sleep well. Finally I decided it was time to get up and by 3:00am I was answering email and wide awake. I knew I would pay for it later, but for that moment it was good because I was able to catch up with the office and be at the gym before anyone else. I really like when a hotel has 24 hour gym access, which this one did. Unfortunately, while exercising I realized I left my headphone charger and power pack at the last hotel, which made me crazy because I could not use them then or later on the flights home. After my workout I emailed Rina, who was able to track them down and will have one of her people bring them to Xiamen tomorrow - he was coming anyway.

I also called back to the US and had a talk with one of the customer design guys regarding the large glass sheet job, and told him there were no other production options - a label would not work. After we went over everything he thanked me but said he would try a few other options. I, however, did not offer to help him. There is no reason for us to try and get him cheaper ways of doing this job so they can bid it out - we would lose it. After cleaning up and having breakfast with Kay, she now has a cold and unfortunately is not feeling well, Rina picked us up and we went to our first and only sales call at Commscope. It was a new buyer for us, and he brought in three other people. The discussion was lively and productive, and we have a shot at a new piece of business that we will pursue when I get back home.

It was then back to the plant where Kayla oversaw the new samples and packaging we will be making for a new IJUS project. If it works out it would be a nice piece of business for them and us. We had lunch at a Thai restaurant (both Kayla and Rina love Thai food) and we had a pleasant time. Kayla was especially happy since we got her a bottle of hot sauce only available over here and she had not had it since she left Asia last May. The trip back here to the airport was swift and uneventful, and we are now waiting for our flight out early tonight.

1/30/15

4:09pm China Time. 3:09am EST

Crowne Plaza Hotel Xiamen

We were 45 minutes late getting in last night. By the time we got here I was exhausted and Kay and I went to our rooms. I got up at 4:15am, not enough sleep again, answered email and worked-out here and in the gym. I needed a lot of protein to get my energy levels back up, and after a huge breakfast, Kay and I arrived at IJX and had a conference with Ben about various financial and business areas, and then went on a plant tour.

It was then out to the new building site and I have to tell you, it was amazing. I was under the incorrect impression that it was built out in the country, but it turned out that Ben had been able to secure one of the last building sites in a large industrial development within the city. Located right on the main highway, the first building, when finished in 2015, will be about 107,000 square feet - much bigger than I thought. The second building, scheduled for completion in 2017, will be about 100,000 square feet. The first building will house IJX and have room for other tenants. Kayla, Ben, and I had a tour of the construction site with hard hats on, and it was incredibly impressive. I complimented Ben on the scope and quality of the project. It was truly inspiring and we had a great time seeing it.

Once done, we had lunch and then it was back to IJX to go over how membrane switch panels are made and the EMI Shielding Panel construction so that Kayla knew more about what she was going to sell. Also there were Rosalyn, Allan, and Sophy, as well as our Thai representative whose name is Poranee Manee but her nickname was "Hui." Once done we had a sales meeting to go over some jobs that were in work and pricing others. It is always good to sit for a while and talk and this turned out to be advantageous for everyone, especially Kayla, who is getting a huge amount of vital knowledge about all aspects of our company.

1/31/15

11:43am China Time 1/30/15 10:43pm EST

Crowne Plaza Hotel Xiamen

I spoke to Wendy last night before going to sleep and she mentioned that there was another snow storm scheduled to hit tomorrow in New Jersey. I texted and emailed Marina, my travel agent. Happily, this morning she was able to switch us to an earlier flight tomorrow, which is fantastic except it means we will miss the cruise Ben has set-up for a group of IJX visitors to an island near Taiwan. I had a good workout this morning, and after breakfast with Kayla, we split up. I am working while she is going sightseeing with Rosalind.

The next few months are going to be critical for Ideal Jacobs worldwide. We will find out if we are building the plant in Mexico now or later, and figuring out how to pay for all of it. The challenges will be large, but we have an incredible team and will attack and move forward like we always do.

FEBRUARY

2/1/15

7:31 China Time 6:31am EST

Hong Kong Airport - On the Plane

We were delayed taking off from Xiamen to here but we had plenty of time when we landed. There is normally a point on a trip where the sleep depletion, overall tiredness, and an unwillingness to be easygoing come together, and we both hit that at the same time when we got here. But after some food and tea we were both better and once again returned to our normal dispositions. We spent the remaining waiting time getting supplies and talking. Kayla is back in Economy Plus, she is very happy to be upgraded from regular Economy and I am very contented here in Business Class for the approximately 15 hour flight to JFK. I emailed Wendy before but have not heard back from her regarding getting a final update on the weather before we take off.

Today is the Super Bowl in the United States. It is the 31st anniversary of my first date with Wendy, and she always says she was happy I was willing to go out on that day. It meant I was not big on watching sports, and that was and still is true.

2/1/15

6:16pm EST

3:59 Hours to Go. 620 mph. Altitude 35,000 Ft., Somewhere Over Canada.

I got about eight hours of sleep which is amazingly long, and I am feeling good. I will keep editing for a while, eat, and take it easy. I wonder how the weather is at home.

2/2/15

9:12 PM EST- My House, N.J.

We landed a little early and the snow was not bad. We made it home before midnight and Wendy was up, so it was great to see her. I mostly unpacked and ate a lot of food before getting to sleep about 3:00am. I was up at 6:00am, which was not easy, did my band workout in the basement, and then shoveled outside for about 90 minutes. The wet snow ranged from two to four inches, which was extremely heavy to lift over the mounds of ice already packed from previous snows. Happily, I could still do it. I then had breakfast, got cleaned up, and went to the office. It was wonderful to be back and I spent the day catching up, pricing, and working on new projects. I left before normal time, as jet lag was in effect, and after I got back here I shoveled some more ice. After a late dinner I spoke to my brother, Ira and son, Ben, and relaxed with Wendy.

2/3/15

5:03pm EST- My Office, N.J.

It got really cold here last night and all the wet snow that wasn't frozen is now ice. Jet lag is still taking its toll but it is a cheap price to pay for being global. Today was more catching up and pricing, and I had a meeting with Elana to go over her role in the new compilation project. Her divorce is moving forward, and we plan to hire her part-time, which will be good for both of us. The long term goal is to get a show on how to do sales on Sirius Radio.

2/4/15

3:37pm EST- My Office, N.J.

The cause of my headache yesterday became apparent when a cold came on, which meant a night of not great sleep. It has been a day of pricing, planning, selling, and taking care of a nuisance legal matter surrounding the frequent flyer company we used to deal with. They went bankrupt and stuck a lot of people both for the miles they bought and tickets they sold. Two of the people they bought miles from and screwed have come after me because we used their miles, even though we already paid for them. Since I have no intention of paying for them twice, although I am sorry they got stuck, I have retrieved what I think is enough documentation to thwart their efforts and have sent it to our attorney to handle it. I am hoping his actions will end the problem. Kayla is moving into her new apartment as I write this, I hope she loves it. The stock market here in the US keeps fluctuating between 17 and 18,000 points.

2/5/15

4:08pm EST - My Office, N.J.

Kayla and I are going on the road. I decided it was time to go back to Mexico and Texas, so we started making arrangements today. Besides meeting the various customers regarding the glass printing job, we will also go see our sub-contractor in Texas for the project, as well as other customers and my Uncle Allan. I think we will leave here on a Sunday night in late March and come home the following Friday. Unlike China, this will be a trip of lots of sales calls with many people and should be great experience for Kayla. She has done well with marketing BuildTak and has gotten us into position to be a prime sponsor for the first New Jersey 3D Maker Day. Her new apartment is taking shape and she should be in this weekend.

I have spoken with my son Alex multiple times over the past few days. He gave notice at his job this morning and has accepted an eight-week freelancing job with a famous fashion designer to design one of his lines. He will try for other customers, including his old boss. With this additional experience, he hopes to get a new, higher paying job in a few months.

2/7/15

12:20pm EST - My House, N.J.

Yesterday was a crazy day. I went to our local Department of Motor Vehicles to get a new driver's license, since mine was due to expire. I was extremely happy to see the entire process take less than 45 minutes, a great change from the old days when it used to take hours. The balance of the day was spent pricing, selling, and working on new projects. Having access to China with its reduced manpower prices helps a lot in going after certain types of business besides giving extra sales to IJX, so we win on both points. I was also working on our trip to California and Mexico, scheduling appointments, and will soon take care of the flights and hotels.

I heard from Elana and she wants to come on board. We will hire her next week. Her job will be to produce the new compilation series, and the workload will steadily increase as I get the materials finished. My son Alex is also due to come on board next week, he gave notice on Thursday. I got a lot of sleep last night and it helped to fight the cold I have, but it is still hanging on. I did my band workout in our basement, then attacked our drive and walkways with the coating of ice on them. The man who is doing some ceiling work in our house put salt down on our front walkway and steps last week which helped a lot, so I was able to do a lot of cleaning. Even more salt is needed, however, so I put some down and I will go back to it soon.

I had tea with Uncle Dave. We talked about the potential for a building I would eventually like to buy. I want it big enough so that we have plenty of room to grow, plus space for a small recording studio for the radio work we hope to do, a wave pool, and maybe a design studio for Alex's fashion line. Lots of good things to dream about, and I look forward to seeing what happens.

Kayla continues to absorb all of the information I can give her and she is learning rapidly. Her initial foray into 3D printing peripheral sales is going well and she shows excellent signs of being able to sell. I am putting in a large amount of time with her to keep her education moving forward rapidly because the worst case would be if she got bored. Time to go back out to the driveway and clear some more ice.

2/8/15

3:20pm EST - My House, N.J.

I heard last week that an old business friend was let go from one of our customers. After speaking with him I found out that it was a mutual agreement. They were based in Texas. He had been commuting for over ten years and they told him that he either had to move there or leave. When I found out, I also learned that his company had just taken over some divisions of another customer. The acquisition meant a duplication of a lot of jobs, which meant a bunch of people were going to have to be let go. That process involved checking all the employees, determining who were best qualified, and then making the decision of who stayed before letting everyone else go. I thought this could be a great job for him, since his relationship with the people there was

excellent and he left on good terms, and as he was no longer in the company it would be much easier for him to lay them off. I offered to hire him as a consultant so that he could go after the work, and it would be a tough job. However, it would be profitable for him, we would make some money, and it would put us into a great position to know who would be buying our products from and could hopefully get more business out of it. He is supposed to let me know by tomorrow, and my guess is that he will say no. Laying people off is a horrible job, but if he needs the work he may have little choice.

Our driveway is now clear of ice, I have put more salt down, a new storm is supposed to hit tonight. It is decidedly winter time here in New Jersey.

2/9/15

4:43pm EST- My Office, N.J.

I made the decision yesterday to coat our driveway with salt, figuring that if we got freezing rain it would help negate the effects and Kayla and I could get out to work. If I was wrong and we got snow, then it would melt the first inch and create a layer of ice underneath more snow and be a lot harder to deal with. Ridiculously enough, I was actually worried about this and considered removing the salt via my leaf blower but as it turned out we did get sleet and the treatment worked out. I was up at 2:00am this morning, I had an idea for a new invention involving 3D Printing, which seemed fantastic in my dream state but was not so good here in the office. We will check it again for a possible application and we will find out tomorrow.

I could not get back to sleep so I exercised and got in here early, which was good because the roads were okay but I was glad to be off of them. Our area was fortunate to miss the snow this time, but more storms are coming.

I spoke to the guy who I suggested we hire to take care of the layoffs at our two customers who are merging together. He declined with thanks, and I am not surprised. Deciding the fates of a lot of people is a very difficult job and it would have taken a heavy toll on him.

The trip preparations for Dallas and Mexico continue. We have more appointments, and the flights and hotels reservations are completed. I am hoping to have everything finalized next week. More training for Kayla, she continues absorbing everything in sight.

2/10/15

1:40pm EST - My Office, N.J.

Tomorrow is Bunny's Birthday. She has been gone for almost three years, and we all miss her a lot.

Kayla spent her first night in her new apartment, a new life begins for her.

2/11/15

9:26pm EST- My House, N.J.

It was another day of marketing, selling, and working on new products. Elana and Alex are both now employees, and my goal is to help them while

benefitting from their efforts. The best deals are where everyone wins, and the capabilities of both Elana and Alex are almost limitless. I emailed with Ben from China. In May, he, Allan, Kayla, and I are going on sales calls together in California. Now all I have to do is set everything up, no small task. Four people going in on a sales call is a lot. It has the potential to look like we are ganging up on the buyer, so we have to be really careful in going about doing this. I will need to contact our customers and sell this idea as us coming in to introduce a new generation: Allan and Kayla. It will mark a big expansion and a major change, and something they would want to be notified of and take part in.

2/12/15

1:37pm EST- My Office, N.J.

As I was getting ready to leave for the office this morning, Wendy got a phone call from Jeff's care facility. He had taken a sudden turn for the worse, has stopped eating, and is now on morphine. He was not expected to last the week. I went right over, and when I saw him in his bed asleep it did indeed seem that his time of passing was near. I did not try to wake him. When I got to the office, I told Kay about his condition and asked if she wanted to go see him to say goodbye. She said yes and was happy when I offered to go with her. While there, he looked like his soul had already left his body, but he was still breathing. The head of his unit talked to us about how long he had, and how she felt our family had been incredibly supportive over all the time he had been there. She was very nice and I almost started crying, which has happened a lot since I found out. I wrote eulogies for my parents and in-laws years ago when I thought my dad was dying, and every time I revisit that list I get a very eerie feeling. I pulled a copy of my words for Jeff, and updated it slightly. He already okayed the original version I wrote about a decade ago, and I will take it home to practice so that I am ready when the time comes. Ben, Alex, and Hank have been notified, as has Mike the Driver, who visited him every Friday right up until last week. Jeff was a very complex man, and I am sure I will almost cry or actually do it a few more times before this is over, but that is okay. He was worth it. Here is what I plan to say.

For my father-in-law, Jeffrey Aaron:

When you get married, you marry the whole family, which is how I got Jeff as a father-in-law. Our initial meeting was stormy. Wendy and I had been dating for all of a few months and we had gone over to Barbara's in-laws, Myrna and Norman, for Sunday brunch. I was introduced to the family less than eight weeks after Wendy and I started dating. We knew we were going to get married, even at that time. Therefore, I was pretty nervous. I met Jeff and the first thing he asked me was how my "old man" was going to make sure he evaded as many death taxes as possible, to ensure that most of his money went to his kids. I did not like the question and answered that I had advised my father to spend every cent he had, so the problem would not come up. Some-

thing by the way I have since changed my mind on. Jeff looked at me like I was from Mars and promptly stuck me with the name “flake,” again something I did not like. Things were not going well.

Later that day I was hopeful when he, Bunny, his wife, Wendy, and I went to play tennis. As we started, I was playing with Wendy, and Jeff started hitting the ball over her head on purpose. This was again something I did not like and by this time I was getting really angry and I asked him to stop. He replied that she was his daughter and he could do what he wanted, and asked me what would I do about it? Figuring that there was no way to get along with this man, I was about ready to stop trying. It was my turn to start serving the tennis balls. I told him that if he kept up this behavior, the first serve would be twelve inches from his head and the second would be straight at him. At this point, I figured we were done and I was ready to hurt him for acting the way he did. I served the first ball, and it missed his head by about twelve inches at a very high speed. I was a good tennis player. I knew by his look that he wasn't going to change, and I figured I was dead anyway, so I was about to rocket the second ball at his face when he started to smile at me. Apparently, I had passed the test and we were suddenly great friends from then on.

Life with Jeffrey was never boring or dull; something was always up. As Wendy and I progressed from dating to planning our wedding, I asked permission from both sets of parents before we would go further. My parents, I knew, were not a problem. I was not so sure about Jeff. Therefore, after Passover dinner, she had to eat with my family before I would ask her to marry me. Why, I don't remember the reason, but she did. I then said we had to leave and I asked her to marry me in the car. She said yes. Then we had to go out to Long Island, so we could get permission from her parents. Bunny, as always, was wonderful. I had no doubts she was okay with it, but I was not a hundred percent sure with Jeff. He and I sat down and I asked his permission to marry his daughter. I said he could ask me any question that day and I would answer it. The only thing he asked was how much money I made. He was satisfied with the answer and proceeded to tell me how to handle his daughter. “Don't spoil her,” he said. “I spent a lot of years making her the way she is, don't mess it up.” He then asked what I would have done if he had said no. I said he would have delayed the wedding, giving me more chances to work on him.

Jeffrey dealt with power; if you were tough with him and gained his respect, he would do anything for you. If not, he would run right over you. I have seldom had a more loyal, trusting friend, who was a little crazy and full of strange behaviors, but that can describe many of us. I do know that if I called him, anytime from anyplace, he would have come help me as I would him. It is rare you meet someone like that, and rarer still to have that person be your father-in-law. Although not everyone saw the good side, I am glad I was one of the lucky ones who got to see it most of the time. I will miss you, Jeff. I am glad I got you when I got my wife.

2/13/15

8:48pm EST - My House, N.J.

Jeff passed away this afternoon. It is very sad. Arrangements are in works and the funeral is Tuesday. Since we don't have an actual time we can't notify everyone yet, but by Sunday night everyone will know. It is hard to believe he is gone. Wendy said to me today that she is now an orphan, and I told her not to worry, she had me. The kids seem okay. Ben will fly in on Monday and all will be there when the time comes. I am tired, but I can't seem to calm down. Maybe tomorrow.

In the morning I will take the golf putter that Jeff wanted to be buried with, \$20.00, the ashes from his beloved dog GiGi, and my Tallis (a prayer shawl), over to the funeral home.

2/14/15

1:55pm EST- My House, N.J.

I did get some sleep last night, which was good because it helped me get my perspective back. Even with all of the trouble Jeff caused, the good memories were already starting to crowd the bad ones away. I am hopeful that, at least in my mind, mostly the good will remain. After working out, I went over to his care facility and cleaned out his room. I was able to get the ashes from his dog and the pictures Wendy wanted. I gave his television set to the staff and told them everything else in the room could be disposed of, and once again thanked them for their incredible job of taking care of him. As I was leaving their parking lot, I called Wendy and began to break down, but did not totally cry.

Then I went to my office. I was able to cancel the extra plane ticket that I had purchased for Ben by mistake, so he is now flying non-stop both directions and very appreciative that I was able to do it. I heard back from Richie, the caretaker for our old house in Massachusetts. He had also worked for Bunny and Jeff for a long time, and was very appreciative that I had called to let him know. We will know about the Tuesday timing tomorrow, but I have no idea if the message that I sent into the Jury Duty people at the county courthouse made it through or not. So, depending on the time of the funeral, I will try and go down there myself early. It is on my mind, but there is nothing I can do about it for now.

I just went over the eulogy I wrote and could not get through it without crying. If I do it a few more times, I will hopefully be able to accomplish that when it comes time to do it for real. It just started snowing, and we may get as much as six inches before it stops. It will be good to get outside tomorrow and shovel.

2/15/15

9:42pm EST - My Office, N.J.

I was up early this morning and went out to clean the snow from the driveway before the man from the mortuary came to get the stuff for Jeff's funeral. I was in good shape by 8:00am when he arrived, and then went back out and

finished. Then I went downstairs to the basement to complete my workout. After lunch I worked on our tax preparation, edited, and then went over to my sister's to celebrate my mom's birthday.

Throughout the day Wendy had been getting and placing phone calls regarding the funeral, and by the time I left we both looked tired. I had already cried this morning, which helped clear my head, and my main interest was getting everything ready and helping Wendy through the next few days. I had a very nice time at my sister's. She always makes food that I can eat regarding my dietary restrictions, and it was good seeing lots of my family. There was some talk of Jeff, but on the whole the evening was upbeat. Wendy did not come, and I brought her home some food my sister prepared, which was very nice of her. Then, we spent a quiet evening together.

It is supposed to go down to zero degrees Fahrenheit, very cold for here, not even counting the wind chill from the heavy gales. I have practiced my eulogy for Jeff and will implement the changes I made tomorrow on my computer so that I have a clean copy to use on Tuesday.

2/16/15

5:01pm EST- My Office, N.J.

It has been very cold here, one degree Fahrenheit this morning. It is my 59th birthday, and getting closer to my 60th causes me to pause to see where I am and to move faster to get where I want to go. I have been sad in preparation for tomorrow. Dan from our office will go to the jury duty office tomorrow morning to tell them that I can't be there until Wednesday. I have also been worried a lot about that. I was up at 3:00am for an Ideal Jacobs Malaysia Board Meeting. I went to the office for a morning of paperwork. It is Presidents' Day here in the U.S., but happily it has still been busy. Kayla took me to lunch, which was pleasant, and once back here I was copied on an email of a customer having a color problem with some labels. Vinnie and I spent time trying to help them. It is great having him here, since his knowledge and experience are so deep he can do almost anything. I am due to go home soon, Wendy is preparing my birthday dinner. She got me gluten free/dairy free pizza and I am looking forward to it.

2/17/15

5:45pm EST- My House, N.J.

I was up at 5:15am, exercised, and then went to attack the driveway. That and the pathways took me until 9:30 am. The snow was not heavy, and it was pleasant being outside and being able to think. People started arriving soon after and we all left for the cemetery before 11:00am.

The trip over was quiet, not a lot of talking, Wendy and I were traveling with Barb and Cliff. We got there early, which gave everyone a chance to talk, which was good. We had a brief meeting with the rabbi and the immediate family and the service began. The rabbi spoke first, then it was my turn. In a highly unusual move on my part, I decided to part from the script I had written

and I told everyone the story of our first family journey to China, where Jeff and I traveled as a pair. It was great fun and helped to open my ideas to the wonders of world travel. After stories about that trip I then launched into my prepared remarks, which took about four minutes. As I had worried before, by the time I got to the last page I lost it and almost started crying, and was barely able to get it out. I loved him like a father, he was very good to me as I was to him. He was proud of me and my accomplishments and never failed to tell me so. I knew he had my back at all times.

After sitting down and regaining control of myself, the rabbi then finished the service. The casket was brought to the wall of the mausoleum, where he was placed next to Bunny. Then Kayla spoke about her grandfather, which was poignant and extremely well done. It was then time to go home and it was wonderful to get back here. The afternoon was spent with people visiting and eating, it was a joy to change back into non-funeral clothes.

I heard from Dan from our office, who went down to the Courthouse in Newark and had my jury duty switched to next October, which was a great weight taken off my shoulders. The next group of people is due in 30 minutes for the evening service, and the get together should last until 9:30 pm. I have already done garbage and recycling, so when everyone leaves all I have to do is take a long awaited very hot bath. I am also looking forward to being back at work tomorrow and having a normal day that will end with going to the chiropractor and traction. I crave structure and look forward to being back in my normal routine.

2/17/15

8:47pm EST - My House, N.J.

As expected, a lot of people came to the house, which was extremely nice of them. Various family members and friends gathered together for a short service and also to talk about Jeff, life, and help with the transition to the new normal of him not being here. There was lots of food and good talking, a generally very pleasant atmosphere since Jeff's death was anticipated and in many ways considered a release for him so that he could move onto whatever was in store. I actually had a discussion about life after death with two friends, one of whom was very glad to hear that I believed in reincarnation, and I think he felt better because of it. Vinnie from our office was there, and unfortunately left a light on in his car and his battery died. After two different attempts it started, thanks to my good friend Dave Williams and his power pack. By 9:30 pm only Ben, Kayla Wendy and I were left. I went to take a bath, which helped my very sore back, and then went to sleep.

I was up at my regular time, worked out, and was in the office with a lot of the extra food from last night, which was almost entirely demolished by our hungry crew before noon. It was a good day, and I got a lot of work done. I worked with my son, Alex to set up a new division, which if it works out well, will eventually fund his own fashion line. Then I went to see my chiropractor, whose adjustment was vigorous and helped relieve some of the built-up ten-

sion from the last few days. The momentary pain was worth the subsequent relief, then it was onward to a haircut and home. Wendy was understandably very tired, and we spent a quiet evening at home. The funeral and Shiva went as well as could be expected, and things seem to have quieted down. I hope the new normal without Jeff is a little calmer, without us needing to go to the facility to see him. I did not begrudge going, but I am just as happy not going anymore to experience the feeling of being trapped behind a locked door, even though I could always get out. My hope is that he is now in a better place and will eventually be reborn to a new life where he can keep his good parts and work on the others, just like it will be for the rest of us.

2/19/15

3:13pm EST - My Office, N.J.

I was up at my usual time this morning and spent the day marketing and doing some inventing with Mike. We are working on a new 3D Printing project and think we have come up with an innovation regarding a build surface, and are very excited about the prospect because if it works we will launch it next month in Europe at the next 3D printing show in Germany. Samples of the latest spatula design should also be ready, so we will have a lot to show. The customer reaction will help shape how we market both items for the future. Kayla and Dan were at a meeting for the first New Jersey 3D “Maker Day” and it sounds like those responsible for the event are letting us create a lot of the 3D Printing agenda rules and how things will work.

We used to have a very big customer in Massachusetts that we helped set up in China. Various problems created a lot of bad blood between us, but they have been acquired again. Their chairman is out and I figured it might be a good time to see if we can mend the fences and do some business. I emailed the buyer whose job is probably in jeopardy, since they are moving into another plant that already has their own purchasing group. I offered to help him stabilize his job by bringing in a cost savings program for their labels worldwide that would increase their efficiency and reduce inventory. No word back yet.

2/19/15

9:05pm EST- My House, N.J.

I got word tonight from Sharon. The lawsuit is settled. YES!!!!!! A major weight off my shoulders.

2/20/15

4:18pm EST - My Office, N.J.

I got a great night’s sleep last night. There are still a few details left from the lawsuit, but the bulk is done and I feel great. This whole event has radically changed my view of our justice system and the way things “work.” The fact that this whole mess took almost two years of our lives and cost us a fortune in time and money, even with insurance, has modified how I view people who are charged in a crime or involved in lawsuits. While before I might have tended

to consider them guilty, I am now much more prone to give every person the presumption of innocence and the benefit of the doubt. Our legal system seems to be prejudiced towards helping individuals against corporations, and expects those thought to have money to pay out no matter what the circumstances, so the idea of fairness is no longer imbedded in the process.

I was up at my usual time and the day was spent inventing, working on 3D printing peripherals - we think we have a new invention that should be of use to a very wide range of the marketplace. I priced various potential jobs and on sales. Since I no longer have to go to California for the lawsuit, I emailed Igor in Europe to say that I could now come make sales calls with him in mid-April. However, he can't go, he is moving into new office space in Belgium at that time, so Kayla and I will go with Ben and Allan. Kayla and I continue sales school, which I mentioned to Harmon Lippe, an old friend, salesman and one of our paper suppliers. I told him of her progress and how I am training her, and he and I reminisced about the differences between my father and me. He is one of the few people left who still knew him, so I always find speaking to him interesting. He has an accurate remembrance of what it was like for me as I grew up in the business.

Since selling is all based on relationships, it doesn't matter which ones we discuss. Like today, Kayla and I centered on our family. The point is to get along with everyone in a way that creates a power dynamic where she can lead and move her peers into better positions for life as a whole. Selling in any area has to be win/win over time to be the most productive and positive, and since she is the youngest of all of her generation, it provides a great laboratory on how to handle her siblings, cousins, and friends. It can be a painful process, but a very interesting one, and the better she gets the more positives will occur. She will be able to see immediate progress. The missteps along the way are hard to take, as they still are for me, but as she grows stronger it will get better. In the meantime, she is very happy in her new apartment. She also likes her job, especially the traveling, which will only increase as she gets better.

The weather has been very cold, more snow is predicted for tomorrow, and most of New England has accumulated over 100 inches of snow so far this winter. I have not had to use my tractor and snow-blower yet.

2/21/15

8:54pm EDT - My House, N.J.

It is slowly sinking in that the lawsuit is settled and it is a fantastic feeling. I saw Uncle Dave today and he was excited to find out the news. The snow started this afternoon after the temperature rose to the high 20's and it is now beating the freezing mark, which means it should turn to rain in another five or six hours. I have already been out shoveling and am now working on my new literary adventure. It has been fascinating sifting through my books and other work from the last 14 years. I found a lot of memories and stories that I can use for the shows we plan to produce. No word on the glass project that we spent so much time on over the last year. Our customer's customer is still checking

their advanced sales, but Kayla and I should get a good idea during our next trip to Texas and Mexico.

2/22/15

3:46pm EST – My House, N.J.

The temperature did not rise as expected last night, and we have about another two inches of snow with an ice cover on top. It took me a while to shovel this morning and the temperature rose throughout. By 10:00am it was above freezing and a great melt had started. As usual I enjoyed the workout, and then took out my tractor to see if it actually worked – I was happy to see that it did on a test mound of snow I had created for that purpose. Wendy thought it a little strange that I created a mound of test snow when I could have done the actual driveway, but I wanted the exercise of shoveling myself. I then realized the tractor had a flat tire. I pumped it up and got her back in position for storage but also realized that I don't think she has enough power to go up and down our steep driveway, especially with snow on the ground. I therefore gave up on her and will probably make a deal next year to have our landscaper do our driveway if it is not done by the time he gets to the people across the street. That will also work for Wendy when I am away on business and we go away on vacation. If I get that arrangement set I will probably give the tractor to Die Master Dave, he also has a big driveway at home.

After lunch I went to see Ira, who was very happy for me that the lawsuit had been settled. We talked about our relatives. He had just been over on Tuesday for the Shiva for Jeff, and commented on how great Kayla, Ben, and Alex look. With both of Wendy's parents now passed, it leaves my parents and the inevitable discussion of what happens if either passes first. If my dad does, then my mom can probably stay in her apartment indefinitely or eventually go live my sister, who has already indicated that would be okay. If my mom passes first, then that will be much more difficult, as my dad would have a lot of trouble living on his own in their apartment, even with full time help. There is an excellent managed-care facility nearby which would be good for him, with lots of people his own age so that he would not be isolated. The trick would be getting him to agree to it. As long as we present it in an intelligent, non-emotional way, he will probably consider it. If not, he is not a prisoner and still in charge of his own life, so if he wanted to try and handle things on his own, that will always be his right. What he does, however, directly affects us, his children, so there would have to be an agreement to some degree. I do not look forward to this conversation. Having Jeff pass makes things all the more real, and the fact is that my parents are coming to a point where something will eventually happen. I want it to be as easy for everyone as possible, but if someone has to be the "bad guy" to push things along, and that would be best for all involved, then I will do it.

I heard from my old friend, Usha. I found out last Tuesday that it was the anniversary of her son's death, and I resolved to go down to see her. She is about 45 minutes away. We are due to have lunch this Thursday, and it will be

good to see her despite the horrible news.

It is a beautiful afternoon here, the temperature hit 45 degrees Fahrenheit, the sun is out, and a lot of melting is going on. It was wonderful being outside. There is another big winter front coming through tonight, so it will be very cold starting tomorrow. Such is life, and I love almost all of it. I heard from Alice, she read about Jeff in our temple bulletin and sent her condolences. She and Mel were in Europe visiting their kids and skiing, which was great news, especially since it meant Mel was doing okay health-wise.

2/23/15

4:30pm EST - My Office, N.J.

I had a dream last night about being in school to learn die-cutting. I woke up with the notion that I needed to get Die-Master Dave an apprentice. He is basically my age and has a bad back, and he could use the help. I thought of Doug's son-in-law, "Alaska," who started working for us a few weeks ago. After checking with Dave, Vinnie, and Doug we agreed he should try it one day a week for a while to see if he has the "hands" and mind for it. I doubt whether there is anyone as good as Dave in terms of making dies and the knowledge this entails. If we can get someone to help him with simpler jobs and the laser, then we have come a long way in getting us some insurance just in case Dave gets sick or hurt.

I also spoke with Mike about passing off some of his responsibilities to members of his section. I realize it is very tough to delegate, but I will continue to push him so that he can concentrate on the bigger picture, which is where I want him. We are all getting older and I need to train a new generation. It's better to start now. I am doing the same thing with Kayla, who by the way is doing well with her 3D product cold calls to various libraries and education institutions. I ran the sales numbers on BuildTak and was very happy to see that they were higher than I thought, so I feel better about the massive effort we are putting into it.

People have been and will continue to try and use Kayla to get to me, whether for business, money, investments, or anything else. Happily, she realizes it and is handling it well. I told her that soon she will be able to spot people trying to use her easily, and then she can strike them down like ants. She is very tough and I feel sorry for those who try and take advantage of her. It was a day of a lot of administration and personnel work, but there are many ways to make money. Having the most efficient and streamlined operation possible can be just as good as an uptick in sales.

The Dow Jones Industrial Average here in the U.S. is above 18,000 points. Greece has an extension on their debt payback, the European Union will stay intact for now.

2/24/15

4:20pm EST - My Office, N.J.

Very cold here but it is supposed to warm up later in the week. More work on sales, training for Kay, system efficiency, and general overall plan-

ning. Things are going well, but they could be a lot better and it is my job to make it happen.

2/25/15

4:27pm EST - My Office N.J.

I had lunch with Usha today. She used to be involved with our company about ten years ago and is a wonderful person who I have always liked. I called her a few weeks ago and it turned out that it was the anniversary of the death of her son. He had choked to death in college from an Asthma attack, and she was extremely upset. I was worried about seeing her again and resolved that I would try and keep it as light as possible so that she would have a good time. As it turned out, it was really good seeing her. Her smile was still there, although obviously a little saddened, but I kept her laughing with various retellings of my adventures over the last year, and of Kayla coming into the business. We only discussed her son briefly, which I think was best. She seemed to have a good time, as did I, so my mission was accomplished. She is a really good person and I am sorry this horrible event happened to her and her family.

Kayla and Dan continue work on the BuildTak website. As always, there are many frustrations involved with trying to do something new, but it is a good learning process for both of them.

I've continued scheduling our trips to Europe and California, and one great by-product has been that I've found many people who have moved or changed jobs, and I've been able to update our contact directory. This often involves a lot of emailing and finding people on LinkedIn, but it is incredibly worth it for the increased business potential.

Elana is now an employee of Ideal Jacobs and since she is a natural foods chef, she will start baking for our team once a week. My goal is to get everyone hooked on better-made desserts so it will not only increase their energy, but their productivity and longevity, as well. I also want to see if my nephew, Barry will carry her line of desserts for his restaurant. I think it could be a great thing for both of them. I will put the ideas out there and will see who wants to get involved.

2/27/15

4:55pm EST - My Office, N.J.

The last two days have been spent getting ready for the upcoming trips, sales, and marketing. I have also worked on improving our new 3D products and marketing, pricing, working on fixing some problems, and helping to continually streamline our operations. There, you have my job in a nutshell. Kayla and Dan went out selling today and they both came back exhausted. Kayla is getting a good feel for the amount of effort and detail needed to be a salesman, and is learning why so few people can do it successfully.

It is Friday night. The month is over regarding sales, and we have had a reasonably good result. I am a very fortunate man to have the life I do. I know it. I try to never take it for granted and am continually thankful for it.

2/28/15

3:31pm EST- My House, N.J.

I have a lot of ideas. Some I readily admit are pretty far "out there," and others are a natural progression from where I am to where I want to go. Often they do not work, which does little to stop me from having more ideas or trying to implement them. Often my team will convince me of the folly of some of the more outrageous roads I want to go down, but again they have been trained to try and see the long-term potential. So, to their credit, they are still mostly very open to what I come up with. Often these ideas have to do with the people I am involved with, want to do business with, want to help and succeed, or a combination thereof.

Case in point: my friend, Elana and my nephew, Barry. Both have highly unrealized potential and are now available for an idea I have been formulating for a long time. It seems to me that a restaurant or food supplier who caters to specialized diets might do well. The problem has been finding a way to make the food taste good while still being healthy, and also having it sell at a price point that would make it profitable. We would also need a launching point from which we could tap into the public, both to gauge their reaction to the food and prices, and to see if they would buy it on a continuing basis. Barry's restaurant would foot that bill. His food is already gluten free, and what I will propose is that the desserts Elana has been making me could be developed into a brand that she and Barry could share, market, and then franchise.

The trick will be getting them both to be open to the idea, try it, and see if it has legs. Since Elana now works for us and is going to be supplying food to our people once a week, that road has already been started, although I have not mentioned this yet to either of them. Barry has the restaurant and is searching for a way to make it a passion as opposed to simply a way to generate income. Having his own brand of food would help. I believe kindling that urge inside him will help him to surge forward. But before anything can happen, the food from Elana has to pass through our team in Maplewood. If they don't like the idea or the food, then it stops. If they do, then Barry and Elana have to agree, and then we would go to the next stage, which would be to start selling it at Barry's restaurant. If that works out, then the idea moves forward to create a reality show around launching the idea in Manhattan and then franchising it. My part would be to finance the operation, keep everyone focused, and help everyone to stay in love with the idea. A very tall order, but I care for both of them a lot, can see they are looking for new paths, and want to help both them and me at the same time. A win for all of us if it works, and there is no better plan than that.

More snow and ice is predicted here for tomorrow. I decided to take the precautionary move of starting to move the high ice walls surrounding parts of our driveway to other areas so there would be room to shovel the new snow. As you can imagine, this is very heavy work, which I love, not to mention being outside in the cold sunshine. I had a great time. I plan to do more tomorrow.

MARCH

3/1/15

9:15pm EST - My House, N.J.

Today is the 46th anniversary of my Bar Mitzvah. For those who do not know, it is a service that historically moves a Jewish child to adulthood at age 13. It is the first big rite of passage, and takes years to prepare for. It is often a source of great anxiety for the young person involved. It was one of the biggest moments of my young life and helped prepare me for a world of intense competition and pressure.

I was up early today, Sunday, and mostly finished preparing our driveway for the next snowstorm by continuing to break apart the various snow walls encircling our driveway and moving them so that more snow and ice could be deposited there as needed. The snow came a little sooner than I anticipated, because it started around midday and I am not sure if it is finished yet. I am getting up early to clear everything before I go to work. I was outside a lot today dealing with the old and new snow, and the weather, while cold, was invigorating. I enjoyed the additional hard workouts. I also continued editing my older work for the sales program.

I spoke to my son, Ben yesterday. It is cold and snowy in Denver but he and Kate are very happy and have no plans to come back to the East Coast anytime soon. I saw Kay for a minute yesterday, she was picking up her camera. She seems happy, which makes me the same. I also texted with Alex. He had a volleyball game yesterday that he was looking forward to, I don't know how it turned out, but the main thing is that he is active and enjoying life. His new free-lancing job for a major designer is going well and lasts for about another month.

I also texted with my brother, who is in Florida. He says the weather is lousy but he is having a good time, which again is all that matters. I look forward to seeing him next Sunday for tea.

3/2/15

4:31pm EST - My Office, N.J.

It snowed again last night. I was up early to shovel and I came to the conclusion that I am looking forward to warmer weather, spring, and starting my garden. We had a visitor here to the office today. He is a former Army Special Forces Lt. Colonel who is now in sales. We have known each other for decades and he came to me to ask about his current company. They are reorganizing their personnel and he is on the way out. He likes the company but feels it is not run well. I asked him if he thought he could do it better and he said yes. He also has someone who wants to buy the corporation, so I sug-

gested he make an offer to the current owner after he and his friend agree that if he helps the takeover happen, he gets to be the president. That conversation was about three hours ago, I urged him to move quickly, but I have not heard back. I hope it turned out well. Since he will be let go anyway, he had little to lose. Sometimes a bold stroke is what is needed to not only save a company but also yourself. If he can't make the deal, he doesn't deserve the chance to run it. I know it sounds harsh, but business is tough and you have to take it from someone else who already has it. It's survival of the fittest, and today is his day of reckoning whether he chooses to act or not.

3/3/15

3:56pm EST My Office, N.J.

Mike and Don, our IT gurus, are putting in a new software system that will change everything we do regarding information. It has been almost six months in the making and will take a full year to finish, but by the time it is done is should increase our efficiency by 10-20%, which is huge. It will help manage our inventory and tell us exactly what everything costs down to the smallest amounts of material, like ink adhesives. It is snowing, hopefully not too much to make traveling home or back to work tomorrow bad. More snow scheduled for tomorrow.

My editors have been doing great with my book from 2014, and next it goes to Kayla, then Rich, and then to press. The sales book Kayla and I are working on together has three interviews almost completed, and one that has to be transcribed. The original manuscript written two decades ago is being updated, and everything will then have to be edited.

3/4/15

Sleet and snow last night, rain scheduled for tonight, and rain and snow for tomorrow. My team is getting tired of this tough weather. Spring will be sweet when it arrives. Working in sales worldwide means that when there is trouble it usually ends up with me, and usually not until it is at the point of explosion. This time the trouble involved a customer who has locations in North America, Europe, and Asia. Ideal Jacobs Xiamen is supplying products for everyone except Europe, and while they are starting to do business there, there is a color matching situation. I am not sure at this point if we can get the people in Europe to agree to use the Asian standard. If this had been done earlier it would have been much easier, but now we have ended up pitting continent against continent. It has been difficult to get it resolved. I may have to throw myself on the sword and take responsibility, and I have no problem doing so if it will help everyone else work together.

3/5/15

3:20pm EST - My Office, N.J.

More snow today, but the weather is supposed to warm up soon and a lot of melting should be happening on Saturday and beyond. It has been a day of

working out problems of various types, and working on better systems for us here. It is not glamorous, but a big part of my job, so I am usually happy to do it. The problems got to me last night and I wanted to be left alone for a while, but my wonderful wife was a joy and quickly turned my mood around.

My trip to Europe is getting closer to being completely planned. We have some open spots I still need to fill with appointments, and then we have to get flights, hotels, and drivers. I am also working on the California trip that will follow, and will finalize the one for Texas and Mexico next week. I want to bring in an intern for our 3D area and free up Dan so that he can learn more about doing art masters, which will help give Dave and Igor more time for other areas. Extreme efficiency is one thing, but being stretched too thin is another, and this is a constant tug of war.

3/6/15

4:40pm EST - My Office, N.J.

Another snow storm last night. I got home safely, shoveled, got up this morning, and after working out in my basement went out to shovel again. My body is aching a lot but the weather looks really good for the next nine days, so people's outlooks have improved.

We have been working on a very difficult color match with a customer in France. I am hoping we can get a sample of the plastic piece it adheres to and is supposed to match. This would make it much easier for us to mix an acceptable sample. Vinnie is an ace color matcher, but sometimes formulas are not good enough and he needs a visual part as a reference. It is amazing how he does it by feel, but that is what 40 years of experience can do.

I negotiated a couple of months ago for two used lasers to come along with our new one, and they were all delivered today along with some other equipment. There is no room left in this plant to do anything. We need more space and will have to make some decisions soon as to what will be done.

I just heard from my son Ben. He just won another job doing background sound for a commercial. He is doing very well and I am extremely proud of him.

3/7/15

3:42pm EST - My House, N.J.

In Reformed Judaism, one custom is to go to the synagogue and pray for a close relative after they have died. Wendy and I went last night to stand for the Mourner's Kaddish for Jeff. It was strange being there. Over the past ten years, since I stopped going to the weekly Minyan service, I have rarely been there except to head the ushers for the High Holy Day services. Since I resigned from that post, there has been no direct reason to go except for a family related matter. I used to be there a lot and it felt like home then. Now I am a stranger, and as I sat with Wendy last night some of the old feelings came back. I think the main purpose for having me there, however, and I am a believer in fate, was to realize that it is time to move to a different temple and start over with a new congregation.

As I have said, I have a stronger belief in God now than ever before, but my passion for religious doctrine has inversely dipped. Perhaps a new place will help equalize the scales again. There is nothing wrong with the place where we are now, it just no longer seems to fit.

Weather reports are showing at least a week of above-freezing temperatures, therefore we should get a lot of melting. I have been moving some of our snow so that it will melt down towards the street and not into the house's foundation. My 60th birthday comes up next February, and Wendy wants to take me away for a vacation. It is a nice idea, but for me to have fun I have to have access to rugged mountain biking because, since I can't play tennis anymore, it is the only way I can tire myself out enough so that I stop thinking. I also need a place that will service my severe dietary restrictions, so I will ask her to check those two areas. I have a feeling we will end up at a spa someplace in Hawaii, which works out just fine for me. We were there ten years ago and we both loved it.

I continue to go back through my various writings from the last 15 years and a lot has become apparent. The first is that my views on selling and business have not changed much. My relationships with various family members are about the same. The bulk of them are positive, with a few notable, unchangeable exceptions. Our kids have turned into really good, caring, productive people. It is an honor to be their father and to continue to help them along whatever ways they choose.

The lack of space in our New Jersey plant is quickly becoming critical. I had tea with Uncle Dave today, and we discussed, amongst other things, our big expansion plans. I really want to keep our debt to a manageable level. I really dislike the panic attacks that come with owing too much.

3/8/15

7:18pm DST - My House, N.J.

We are once again on Daylight Savings Time, which means it is just getting dark at 7:00pm. It was a beautiful day here in New Jersey, with the temperature reaching almost 50 degrees Fahrenheit. I shoveled a lot of snow over the past two days and created a ditch in our backyard to catch the melting snow and bring it away from our house foundation. I won't really know if my efforts worked, but I am hoping to avoid any floods in our basements and the same for our neighbors. I had tea with my Ira this afternoon and we had a nice time catching up on family events. From there I went to see my parents. They have a picture of my grandfather in their apartment and it seems that my father has transitioned over the last few months to look almost exactly like him. He mentioned the same thing. My dad was trying to get an app for his phone working so that he could be part of a Talmud study group with their teacher in India. Technology is an amazing thing.

3/9/15

4:06pm DST - My Office, N.J.

It is 52 degrees Fahrenheit and sunny here in Maplewood - the snow is melting! It has been a day of working on my trips and tracking people who have moved. Not the most exciting thing to be doing, but extremely necessary and I definitely don't mind. I also went to the bank to get some certifications done so that we can open a bank account in Malaysia. It is the second time we have had to do this and I am hopeful we have everything we need this time, but I am also prepared to go through it again if needed.

3/10/15

4:12pm DST - My Office, N.J.

We are making progress with the trips. Texas and Mexico are done, including flights, hotels, and drivers, except for one time slot. Europe is probably done as far as appointments and hotels, but I may try and add one more there also. I have emailed my driver service there with the plan, which includes covering three countries in one day, but that can't be finalized until the flights are done. Our travel agent has to get those together first. In this case, as in many others, it is faster and cheaper to go by car. Kayla was a bit surprised at the ground we will cover, but she can sleep in the car. I am in the midst of going through most of our contacts in Texas. I have found LinkedIn to be a great tool to keep track of people who are moving around. I am also still working on our California trip in early May, and at this point it looks like we will go into Mexico at two different points.

I just spoke with my sister and she brought up the possibility of moving my parents to a new home. There is an assisted living center nearby that is really nice and would be better for them. It has additional services and care that they will need. I will bring it up to my mom, but I have no idea how she will feel about it.

3/12/15

4:45pm EST - My Office, N.J.

More training with Kayla. We are now moving into analyzing people according to their positive and negative traits, and rating them regarding their various abilities in order to "read" them as quickly and effectively as possible. Few people know what they want, and even fewer know what is best for them. Our jobs are to figure it out and give them what will serve them best. This then gives us a chance to get what we want. Once again, we are centering on relationships, which is all human interaction. Those who do it best can do the most good, gain the most wealth, and have the best chance, on a percentage basis, to get what they want.

It is a long road but Kayla's instincts are excellent. Unfortunately for her, since she has such a strong base, she is continually frustrated by the world around her. Many do not see what seems clear to her. Part of the experience she needs, however, is to be able to view life from the perspective of others,

and again, to be able to serve them better while getting more of what she wants at the same time.

Our computer system upgrade continues and I think it is making Mike prematurely grey, but he is doing a good job. I am hopeful it will create great efficiencies, but with every gain there is some pain. I just got word that there is a problem on a job and I need to call the customer to find out what is going on. Often it is easier to pick up the phone and talk as opposed to email. All part of my job and I love it.

3/13/15

4:43pm DST - My Office, N.J.

I sound like a broken record. More work on my trips, selling, marketing, and training for Kayla. No snow predicted for the next ten days, which will bring us to the 23rd. Snow can happen anytime up to the second week of April. We are preparing three sets of 3D products to bring with us selling. People usually want to see what is new, especially in hot areas like this. Even if they have no use for them it will remind them we can do almost anything and love the challenge of anything new or tough. The book on sales Kayla and I are working on is making progress.

3/15/15

4:12pm DST - My House, N.J.

It rained yesterday so I exercised inside. It was then off to see Uncle Dave for tea, and then I met my mom and Kayla for lunch. Before Kayla came in I spoke to my mom about the potential for her and my dad to move to an assisted living complex nearby, but she said not until she could not drive anymore. I told her the option was there when she needed it, and we would do whatever she wanted. After Kayla arrived we had a pleasant time, and spoke about family and Kayla being in the family business. My mom talked about my time starting out in the company when I was young, and it was fun reminiscing about how things were and what had not changed. For example, the pressure of having to make a living, and the potential for what she could be.

Later, Wendy and I had dinner with Cliff and Barbara, which was very low key and pleasant. Again we spoke about family and it was fun. We were home before 8:00pm and I was asleep by 10:30. I got about nine-and-a-half hours of sleep, which felt great, had breakfast, and then went out biking. It is the beginning of the new outdoor season and the first month or so is always tough until I get used to the rougher workout outside. It was a very good ride that I hope burned a lot of calories, and lunch then tasted great.

It was then time to see my wonderful brother. His eldest daughter Rachel is pregnant and due in September, and the family is very excited about it. We spoke about other family stuff, including my parents, who are getting older. We are working on where they should go next when they decide it is time. As I spoke about to my mom yesterday, they will need some type of assisted living site when that becomes necessary. I got a call from my sister earlier today, and

she said that my mom was in a lot of back pain. She had gone over to take care of them and the doctor had prescribed some new medication. It made my talk with mom yesterday much more real, and I hope from all points of view she feels better soon, can drive, and they can stay in their apartment as long as possible.

There is a mountain of editing and writing to do for the new sales compilation project. I have to force myself not to get crazy and to resolve that it will get done as soon as I can do it. It has been very interesting going back and seeing some of the events of the past 15 years both personal and worldwide, and to see how my thinking has shifted and how it has not over time. The economic meltdown of 2008 and how we handled it was an especially interesting part to relive. We expanded, and as I look back I agree that strategy was right for us. I also think it is good for us now, so if we do go private in Malaysia as planned and are able to start transferring funds over here, I am planning a huge expansion that will, I hope, put us in great position for the next decade.

3/16/15

4:03pm DST - My Office, N.J.

I am starting to get excited about our trip to Ireland. Yes, it is vacation. Unusual for me, but I checked the first place we are going and they have Falconry and kayaking, and both sound really cool. Therefore, I am starting to get excited about going. I will check out more places as time goes on. It was too cold to bike outside this morning, so I exercised inside. I probably won't be able to be outside consistently until after Kay and I get back from Texas and Mexico.

More work on upcoming trips with lots of contacts with people I don't speak to often, so it is all good and the way I sell best. Kayla got some new clothes for our trip next week. It is amazing, but having the right "armor" is a big part of the positive mental process. In my case there is little decision to make. When I see customers I am in a suit. If it is above 80 degrees and if I am walking I can disperse with my jacket but not the tie. For Kayla it is a bit different since she is younger and her generation tends to be more casual. However, to be taken seriously, she needs to be dressed to the point where everyone she interacts with is at least uncertain of how high she is in our company, and how much power she has. If she can make trouble for them, then she will gain immediate respect and one way to show that is in the way she presents herself.

3/17/15

5:01 DS - My Office, N.J. - St. Patrick's Day

Spring is coming and my plants are starting to come out of the ground. A great time, but this also means that the rabbits, groundhogs, squirrels and potentially rabbits are all waiting to feast on our flowers, plants, small trees, and shrubs. I just ordered two types of repellents, which should be in by this Friday so that I can spray this weekend. I hope I am not too late for some already. Wendy noticed that there were a lot of deer in our backyard. After

going back there, I saw that part of a tree had fallen leaving an open pathway for most anything to come in. I planned on going out there myself on Saturday to cut the tree into pieces and fix the fence, but my back went into spasms last night. This reminded me both that I should not be doing that kind of heavy lifting anymore and that I should be smart and have someone else do it. I just left a message for our landscaper to come take care of that problem, and to make a deal for next year so that if I am away or the snow is too deep he will take care of it.

When I am feeling good I really like to do these things, but I have to accept the fact that I am 59 years old and one stupid move could result in being able to do even less, sports-wise, than before. I already had to give up tennis and golf and I don't want to have to do any more. I am okay with adhering to my strict schedule of exercise, stretching, and going to my chiropractor once a week probably for the rest of my life, but the danger of doing something dumb that I can avoid has to always stay in my mind, hence the call to the landscaper.

3/19/15

3:15pm DST - My Office, N.J.

There are times in my life when the people around me try and tell me stuff that I tend to ignore until enough events hit me and I realize what is happening. I was at my chiropractor's yesterday and they were running late. I normally get in for treatment within five minutes and I was waiting for almost 20, and by the time that was done I was going a little crazy. My anxiety level was way beyond normal levels to the point where the man who takes care of my traction treatment told me about a website regarding how to handle stress and relaxing. I, of course, in that current frame of mind, did not take it seriously until this morning when my body went into rebellion. As my very intelligent wife and daughter mentioned, I have been under a lot of stress lately and it has finally shown through by my back "going out." The subsequent pain made me step back and realize what was going on.

Once I realized what was happening, I took immediate steps to slow down a bit, regain my equilibrium, and relax. Not that I was angry or upset, just hyper and stressed to get all of our trips in order and make sure the details were as set as possible. Also, doing all the things at work that needed to get done before leaving, editing three books, planning two potential new plants, getting the new sales program ready, training Kay, which I love, and overall having to be in command. There is no complaining, I really enjoy my life and my job, but sometimes my body, which takes the brunt of what I do, rebels and gives me a reminder of what is happening now. I cannot stand up for more than a few minutes before pain starts shooting from my back to my leg and overall I hurt, but I know what to do, which is most of the battle, and I am doing it. I am already calmer and will resolve to do more.

I have been emailing with our accountant Gary. Taxes will be due soon.

3/20/15

3:55pm DST - My Office, N.J.

It is snowing again. I checked the forecast, and it looks like it will be warmer for next week. Kayla and I leave on Sunday. All the preparations should now be done and I can relax, as much as that is possible, and have fun with it. One of the hardest parts of any trip is the preparation, especially when someone else is going with me so now I can focus on the next one and the one after that. I went to the Chiropractor for an extra session today, however, and I am still in pain. It is part of the price I happily endure to be able to stay on the road.

Kayla and Dan are going to multiple 3D printing educational meetings tomorrow. It is a great experience for both of them, especially Kayla, and will help get her ready to work on sales for customers who are not 3D related. Rich and I had a conference call with a client today whose company is asking us to do almost the impossible regarding label printing, gasketing, injection molding, assembly, and final inspection. It has been a really good learning experience for all of us, and if we can get through it and transfer the business to Ideal Jacobs in China it could be a long-run, profitable piece of business.

I have been reading a biography of the Physicist Richard Feynman, it is fascinating not only because of the work he did on the Manhattan Project during World War Two, but I am learning about quantum mechanics and particle physics, which are subjects I never would have gone near in college. As I get older and am exposed to more areas of life, I find that small sections of various areas fascinate me and I learn them as I go. I have no urge to go back for any formal schooling. One of our great advantages as a vendor is that we come in from a different angle of thought than most people, and to keep that area alive and growing we need to keep looking for new places of interest. This also means I am studying and learning all the time, which keeps life very interesting.

I wrote the April International Newsletter and it turned out to be about Kayla, I rarely know what I am going to write about until I sit down to do it. It involves theory versus real life experience, the fraud of the former, and the absolute value of the latter. One of my rules of life is to only take advice from someone who has successfully done what I want to do, and preferably makes more money than I do.

Speaking of Kayla, I know she has been all over the world many times on her own, but as a father I still worry and when planning our sales trips together I am trying to make sure that she not only learns a lot but also gets to see some of where we are going. I know I have little interest in sightseeing, but she does, and since she is important to me both as a daughter and potentially extremely highly valuable employee, it is in my best interest to make sure traveling is a positive experience and I will endeavor to do so.

3/21/15

10:98pm DST - My House, N.J.

I worked out in our basement, shoveled some snow, and met Uncle Dave

for tea. He is doing well and went biking in the afternoon. I went out to dinner with my lovely wife and our friends, the Gorins. It was pleasant. We spoke about our parents, both those still living and Wendy's who have passed, the whole concept of the march of time, and dealing with all of it. Kayla was over to do her laundry and pack. I look forward to being on the road tomorrow.

3/22/15

4:27pm DST - La Guardia Airport, Queens, N.Y.

I was up early, exercised in our basement, and then went out for a ride in the cold morning air. I was dressed appropriately, so it was not a problem. Then, back home for lunch, final packing, and seeing my wonderful wife. Elana also stopped by with some baked goods for my trip. Kayla was over to the house by 3:00pm and we arrived here via Mike the Driver with no issues. We have two hours before takeoff if we are on time, and Kayla is out looking for food to take for dinner. She is now back, so I will go for some water and then will be ready. I have two books to work on for editing so there is plenty to do.

3/22/15

7:56pm DST 6:56pm Texas Time - En Route

Looks like we have about two-and-a-half hours to go. Happily, I brought food because, as usual, I was not able to eat most of the plane offerings. It is nice having Kayla with me. I am back editing my book, *How to Find and Keep a Suitable Woman*, or *Shut Up I Know What is Best For You*. I realize it is a long title, and it may be changed, but it does give a nice flavor of what I am talking about. I hope to finish it this week so I can pass it on to my editor and then go to my book about how to sell. There is still a great deal to do but I am making progress. It just occurred to me that we are flying into the airport we flew into when I was a very young child and we came to visit my Uncle Allan and his family. It was for one of his children's Bar Mitzvah's, so I must have been about 11 years old. Strange, the things you remember, my only recollection is my cousin Keith helping my cousin Jimmy get dressed for the party. That is the same Jimmy that Wendy and I had dinner with last time we were in Colorado, where he lives with his wife, Angie. Keeping in touch with family is usually my brother's forte, but sometimes I will make the effort when it is people I care for, like my Uncle Allan, Jimmy, and Angie. As you can probably tell, it is a short list.

3/24/15

4:30pm Texas Time - 5:30 PM DST

Plano, Texas- In the Car with Kayla and Gary, Our Driver for the Day.

We got in early last night but there was a screw-up with the man picking us up, and Kayla and I had to wait 20 minutes for him to come from Dallas Airport to Love Airfield. It was a nice night, temperature-wise, and being with Kay is never a problem, so we had a good time while waiting.

Once picked up, it turned out that the owner of the a limo company who

got us, we had been corresponding with for years, and we had a good chat on the way to the hotel regarding how he got his start. He was an immigrant from Turkey, and his wife is from Germany. He also has twin children and has been building his business from scratch for almost 20 years. He was a prototypical immigrant success story, and it was a pleasure finally getting to meet him in person.

I got to sleep before midnight and was up at 3:15 am which, of course was not easy, but there was no other option as I had to exercise. I met Kayla downstairs at 6:50 am and we were then picked up by our driver for the day. His name was Gary. Our first stop was at a local International House of Pancakes for breakfast with a quality control specialist from one of our biggest customers. He had been to our NJ site a few months ago and ran a successful audit. I wanted to keep in touch because his opinion of us made a big difference as to which vendors got how much business. Besides, I thought that he was interesting and I like people with strong personalities. I was not planning to eat because my stomach had been bothering me, but I changed my mind at the last minute and had two bowls of oatmeal, one with bananas, which were excellent, breaking my normal traveling routine of a large amount of eggs, and fruit. We had a good and pleasant meeting.

Then, it was on to Flextronics. We met there with a bunch of design engineers, got a tour of their facility, spoke about the glass printing project which was still on hold, and about other potential business for the future. We had some extra time, so I called and got us an appointment at Sanmina-SCI. There, we ended up seeing a different person than I expected, but she said she would spread our information to both their Backplane and Medical groups and it probably turned out in the best possible way.

After that, it was out to lunch with my Uncle Allan and his good friend, Dorothy. It was fun and informative, since we found out that he had been with a marine tank division during World War II and was on the cover of Life Magazine. This was a big deal, and Kayla and I both resolved to get a copy of the edition so we would have it in the family archives. We also talked about his kids, one of whom, Jimmy, we had seen recently with his wife Angie. He and Dorothy might come to New York in the summer if he feels up to it, but he looked a bit frail, so I am not sure if he can make the trip. Regardless, it was wonderful seeing him. The place where he lives is awesome, and he and Dorothy seem very happy together. After that, it was off to the town of Richardson, where we visited another customer. We saw a group of people and Kayla got more chances to explain our 3D printing peripheral products. She is steadily improving and getting more confidence every time she does it.

By this time it was 3:45 pm, we had done everything I had scheduled, which was a lot, and there was one last chance for another stop so we went to Starbucks for an iced tea. I called a bunch of people and left messages, but I could not get anyone on the phone. The good part about this was I got to contact a lot of people I otherwise would not have. The downside was we did not have another place to call. Declaring the day over, we went to a new barbecue

place nearby, but it was closed for an hour. On our way in there we saw a motorcyclist who had just wiped out in an accident, had road rash on his elbows, and looked in shock. Before we left there for Whole Foods. I offered him some of my Neosporin for his injuries. He thanked me but refused, and had already called the police for help who arrived as we were leaving.

At the supermarket, I got a roasted chicken and some salad for me and we are now on our way back to the barbecue place for Kayla. She is very excited and I won't deny her the pleasure, or Gary, who I also promised take-out for the great job he has done today. He is back-riding us to the restaurant and will do the same to our hotel. It has been a very good day so far. The calls have gone well and Kayla is confirming my confidence that if she works long, hard, and intelligently she can do anything.

3/24/15

7:19pm Texas Time 8:19pm DST

Intercontinental Hotel Dallas

Kay and I had dinner in my room. Her plans were to go take a nap and then pack. Mine were to call Wendy, which I did, have a snack, pack, and get ready for tomorrow. It is a beautiful night here, 73 degrees Fahrenheit and a little windy - a far cry from home, where it is 34 degrees Fahrenheit. I still miss Wendy and home, but that is a good thing because it constantly reminds me of how good my life is, both there and also here on the road. Texas Senator Ted Cruz has announced his candidacy for President, let the political games begin.

3/25/15

3:59 Texas Time 4:59 DST

Dallas Airport

I was up early, exercised, had a great breakfast with Kayla, and checked out. We were ready when Gary the driver picked us up at 8:30. Our first call was to Interphase, a company that makes specialized electronic products, and we met all of the people we had been corresponding with at IJX for months, along with the buyer, who I have known for over a decade. This piece of business involved membrane switch panels and other products supplied by IJX, and it just goes to show that repeated sales attempts over the years are a great way to get new business. Afterwards we went over to meet Jeff Blanks, his dad, and their team, who are all working on the printed glass project that has stalled. Even though we might not get the business, it was still great to meet them, see their operation, and get set up for future orders whether they involve glass or not.

From there it was off to Whole Foods for supplies, and then we found out that our next call was cancelled. We stayed there for a while, while I emailed the results of the meeting with Interphase to Sophy and our IJX team so they could start gathering the needed information for tomorrow. Our last meeting was with a mechanical engineer/designer from Alcatel-Lucent, who formed an immediate bond with Kayla because they were both women and worked in

fields with many men. Kayla, as per the last two days, did extremely well in talking about sales and new ideas. From there, it was to the airport. We are on schedule so far for Guadalajara. Sleep deprivation is in effect for both of us, and Kayla is getting a good taste of life on the road.

3/25/15

8:59pm Mexican Time 10:59 DST

Intercontinental Hotel, Guadalajara

Our flight here arrived early. As I went through customs, as anticipated, I was asked about my food and samples. I declared what I had with me knowing I would probably be questioned, but the alternative of being caught trying to bring in undeclared products was a no-brainer. The ten minutes I lost while they went through my suitcase was well worth it. We got here about an hour ago, and Kay and I are sitting in the lounge working. It has been a long day and I won't last much longer, especially since Paulina emailed that she is picking us up at 7:00am for our first appointment. I won't get nearly enough sleep tonight, but I can get some rest in the car between calls. Besides, I can relax when I get back home. Good news today, Kayla and I finally got an appointment for a man from Alcatel-Lucent in France who I have been after for years. It means that we will need to split off from Ben and Allan after we make our sales calls in Austria, but the main thing is that we should be able to get everything done and Kay should actually get a night over in Paris, which we had not been planning. The schedules I chose are packed and very tiring. So far she is doing well, but I know she is feeling it. I also know Kayla can handle it, but I will review after this trip to see if I need to modify anything for Europe in a few weeks.

3/26/15

1:43pm Mexican Time 2:34pm DST

Chili's Restaurant, Guadalajara

While visiting my Uncle Allan on Monday he showed us a picture of a Life Magazine Cover from 1944 with him on the cover, along with the balance of his amphibious tank crew. It was an awesome picture, and I did not know that was how he spent the war. Since then, I ordered two of the original magazines online, one of which I will send to him and the other I will keep for our family. It was a very dangerous position he had, because in order to float, his tank was required to have no armor. I am very glad he made it out of the war alive.

I was up at 3:00 am so I would have time to exercise, which I did. I was downstairs three minutes late for Kayla, but still on time for Paulina. Our first call was at Plexus, and they want to make us one of their prime suppliers. Of course we were in favor of this, but it will take a lot of competitive pricing, buying material on speculation which may never be used, and also covering a lot of ground in order to know their various plant locations in the US. The interesting part is that one of their groups is in California, and the buyer planned to be there the week after I am set to leave in May. It told him I was sorry I

would miss him, and Kay spoke up and said she would be staying into the next week so she could do it. You have to realize the significance of this, considering she has only been with us for four months and blurted out the suggestion she could handle the call. I had only the highest regard for her confidence, but she suddenly realized what she did and looked panicked. Paulina immediately spoke up and said she would go, too, which is great for me, and all was good. I liked the idea so much I may send them both to Chicago instead of Kayla and I.

Afterwards, it was over to Sanmina for multiple calls. We do a lot of business with them and we hope for a lot more. We then came here for lunch since we were all hungry, and we are soon to embark for the afternoon to another location for Sanmina. I am very happy with both Paulina and Kayla, perhaps her asking to go without me was fortuitous of what can be done in the future. Maybe they can start taking on California and Mexico together in the next year or two, the possibilities are endless.

3/26/15

6:45pm Mexico Time 8:45pm DST

Intercontinental Hotel Guadalajara

After lunch we went back to Sanmina, saw a bunch of people with lots more potential for new business, and were done a little before 4:00. That was good, because by that time I was getting very tired as was Kay. Paulina drove us back here. I went to the gym to work out on the stationary bike for an hour and will go downstairs and have dinner with Kay soon. It has been a really good day of seeing a lot of customers, and I am very pleased with both Paulina and Kay. I spoke with Wendy, she is well. She leaves in two-and-a-half weeks for her trip to Africa and is getting very excited about it. We both miss each other and I look forward to seeing her late afternoon on Friday if our flight is on time. Things at the office are going well, with the usual amount of problems, but then again without them there would be no business and no use for us. It is all part of the package to be enjoyed as much as possible, because it is a fantastic journey. We are still planning to put in a plant here the end of this year, but that won't be finalized for at least another six months.

3/27/15

4:24pm Mexico Time 6:24am DST

Guadalajara Airport

I was up at 2:15am to meet Kayla in the lobby, and we arrived here quickly. We got through passport control and security to the waiting area with plenty of time for our flight. I have been updating my log for all of the stuff I need to do. The journey home begins, and I look forward to getting there.

3/27/15

8:10am Houston Time 9:10am DST - In Flight to Texas

We are on schedule and I finally finished the first draft of my book, "How to Find a Suitable Woman, or Shut-up I Know What is Best for You." I will

email it to Eileen and Bernie to see if they want to do the final edit on it. It is very good to be done. I started it fifteen years ago and recently found it again, and added some updated information. I look forward to their reaction.

3/29/15

12:24pm DST - My House, N.J.

We landed early and Mike the Driver got us home in good time. After a visit with Wendy, Kayla went home and Wendy and I spent a quiet evening at home and I went to sleep early.

Yesterday I was up early to exercise, then went to see Uncle Dave. We were both very tired, so the conversation was not too in depth or controversial. After lunch I spent part of the afternoon napping and the other getting ready for our next trip. The evening was so laid back, I was barely awake and had a bad headache, so I was asleep again at a decent hour and this time slept until 7:00am. This proved highly beneficial since my headache was gone when I woke up.

I exercised again this morning in our basement, as it was too cold to bike outdoors, and went outside to recheck our front steps. I thought I had seen two layers of concrete disintegrating from the harshness of the last few winters, and sure enough that was the case. I am way too experienced to know that I can't fix it myself and was happy to be able to find the mason's number who did the original work. I left him a message, which means I will forget about it for a while since the repairs can't be made, at the earliest, until this spring.

It is wonderful to be back home, it is calm and peaceful here, and I am going to see my brother soon. I have been giving a lot of thought to my father lately and have decided that I am going to take my own advice regarding getting along with people, which means that if there is a behavior or characteristic in someone I don't care for, I will try and not let the situation evolve so that the trait is carried out. In my dad's case, I will endeavor to only deal with him on topics where I can control the input and output of his conversation. From my experience, I should be able to mostly do this, and in this way I should be able to keep the interactions on the highest levels possible. It is a matter of positive manipulation, which by the way he helped teach me, so I have no problem using it to the benefit of both of us. Those areas to be kept to will be talking about Kayla and sales, my traveling, what is happening in Asia, and any other topics that he can contribute useful comments. I understand his need to have his opinion heard and valued, I just don't want it given at the expense of my family or myself.

Through the years I have been able to create a split second delay if needed when speaking to certain people to help guard against reacting badly to what I have just heard. It works most of the time and has helped keep me out of trouble, but takes a lot of effort. I only use it when needed, and is not 100 percent effective, but well worth the effort and I will do so with my dad.

3/30/15

5:27pm DST - My House, N.J.

It is wonderful being back in my regular routine of exercise and work in the office. It was a crazy day of catching up, pricing, working on new projects, and working on my next trip. It needs to be altered since Kayla and I are now going to finish up in France as opposed to Hungary. My right hip has been sore, so I decided to be proactive and went to the Chiropractor today. My Doctor said it was "locked" but I am hopeful that after today's treatment and the one scheduled for Wednesday I should be better. Mike is in Europe until next week, but otherwise everyone is where they normally are. I have less than two weeks before we leave for France, so the timing is getting tight for finalizing the flights, drivers, and hotels. As always, I will feel much more at ease when they are settled.

3/31/15

5:03pm DST - My Office, N.J.

The end of the first quarter of the year. Sales have been good and I am happy. We start over again tomorrow. That is both a healthy and bad way to look at things. It keeps you continually hungry, but can have a bad effect if you let it, and you will never be fully satisfied. I had a conference call today with one of our bigger customers to go over how things were going for North America and Europe. There were people connected in from all over the world. Technology is an amazing thing. They are satisfied with us and I have hopes of getting more of their business both through new innovations which can result in cost reductions and their quest to reduce their vendor base. The rest of the day was spent pricing and working on our trips coming up.

APRIL

4/2/15

3:55pm DST- My Office, N.J.

The Jewish holiday of Passover starts tomorrow night. It marks a week of special dietary restrictions for those who follow them (I generally don't) to commemorate the escape of the ancient Jewish people from Egypt. It is a story of slavery, incredible hardship, inspired enduring leadership, and the dedication of our people to stay true to their cause. We are known as the "stiff-necked" people and it is not an untrue description. Call it racial or religious profiling or anything else, certain groups of people have general characteristics, and knowing this can usually help in dealing with them (or us). It is also a matter of upbringing and education, all of which tend to feed into those same stereotypes. To be grouped as a people is not necessarily a bad thing. Many individuals tend to identify with their family, tribes, nationalities etc., and a sense of belonging of this type can often mean the difference between survival and not, inclusion and expulsion, and family support and isolation. Obviously it can have its negative aspects, but again it is the old "nurture versus nature" debate as to why people are as they are. If both forces are in play to a considerable degree, then the people involved have little choice to either embrace or reject their heritage, and then pass it on. The older I get the more I slide on the nature versus nurture scales. I see it in my own kids as they grow into their twenties. Their behaviors and thought patterns continue to emerge in a way that only seems possible through genetics, and in the end I would have to say that if everyone had the same environment and living conditions, then genes would be a huge part. Since that is not the reality, environment still has to be the biggest modifier of people over time.

I had three people say they could not see us when Ben, Allan, Kayla, and I are in Romania. This set me on a new course to try and find more people to see, but this trip has been difficult to keep populated with good calls. So, I finally emailed Ben today and suggested that it might not be worth his and Allan's time to come. They are already coming with us next month to California and Mexico so if they pass on this trip I don't think it is a big deal, but in the meantime I will keep going after more appointments.

We have been working on an incredibly difficult job for a company in California over several months that has stretched us to our technological edge. I am not complaining as it is forcing us to grow, but every time we reach another goal to make them happy, they push the goal further. We have to take turns here calming each other down so we don't go crazy, but in the end, especially if we can do the business, it is a very good thing for us.

4/3/15

2:12pm DST - My Office, N.J.

We opened a new account today. That feeling of elation never gets old. Sometimes it is relatively easy, other times it can take decades, which means I never take any of our customers for granted. I emailed Ben this morning, and he will let me know if he and Allan are coming to Europe. I have taken it as a personal quest to replace the appointments we lost for our first day in Romania, and I will know better if I have been successful on Monday. Actually we lost three, but I am hoping for a new location of a current customer about two-and-a-half hours away, and yes, I am happy to go that far to potentially open up business there. Unfortunately, the highest level prospects have already been hit, which is why I would prefer Allan and Ben not come and it just be Kayla and I. Periodically I go through our database for all new address entries to make sure our sample-kits go to relevant contacts. It is a good way to make sure that people have recent samples of what we do and my books, which will help brand us in their memories.

4/4/15

12:57pm DST - My House, N.J.

Both Ben and Alex came home yesterday for Kayla's birthday dinner and it was a rare treat to have all five of us at the same dinner table. Wendy and I have no introverted children and the conversation roamed to many topics. It was a joy to be a part of and made me very proud to have such fantastic children. They are no longer kids, however, with Kayla, our youngest, now twenty-four years old. I hope Wendy and I have many years to come to see how they progress.

My cold started getting worse last night, but armed with my humidifier and medication I was able to get a good night's sleep. I was up early and met Uncle Dave at our usual spot behind the Paper Mill Playhouse, a renowned institution for the arts, at a stream that runs behind the building. I often stop at this spot to see if I can spot any fish in the water, a throwback to when I was a fisherman, but the water was running too high to see anything. Uncle Dave is well, and we spent ninety minutes talking about family and business. My body was aching from my cold, and if David had not been there I would have turned back early. I was happy he was therefore helping me to force myself to finish the route and get that great sense of accomplishment from having pushed myself.

On the way home I stopped by the bicycle store for some minor adjustments to my bike. She is an awesome piece of equipment, sometimes finicky, and has to be kept in top shape to work well - I am happy to accommodate her. Through the years I have realized that I have almost no maintenance capability myself, so the bike store people know us well. I was not there long, and was then happy to get home since my body-ache level had been increasing towards the end of the ride. Once home, I saw the kids who were going out to brunch with Wendy. I am now waiting for their return so Ben and I can go out for

coffee. There is no agenda, I just wanted to spend a little time alone with him before he goes back tomorrow to Denver. We don't get a chance to talk that much but I think we have a very good relationship, and I always want to make sure we are okay and whatever support he needs from me he gets.

My book on selling is moving along and we should have the final interview done by the end of the month. Then begins multiple rounds of edits. As time is going on and my energy seems to be decreasing, I am no longer sure I want to launch a whole separate business centered around my selling philosophy as opposed to keeping everything under one brand, and may decide to keep releasing materials that will support Ideal Jacobs worldwide. The priorities are to buy part or all of a building here in NJ and then figure out what to do in a Mexico.

4/6/15

8:52pm DST – My House, N.J.

It was great having Alex and Ben home for Kayla's Birthday party on Friday, and the Seder at Barb and Cliff's last night. Norman seems to be a little better so he will hopefully leave the hospital soon, and Barb and Wendy can go on their trip later this week. I dropped Alex off at the train and got more than nine hours of badly needed sleep. I worked out inside and then rode my bike outside this morning. The weather was pleasant. Wendy dropped Ben off at the airport and I went out later to meet my wonderful brother for tea. He was not feeling great either so we did not take a walk. Afterwards I went home and began packing for my trip this weekend. It has been a quiet, very nice evening with Wendy.

4/7/15

3:55pm DST - My Office, N.J.

My cold continues and it is making my temper short. Even though I know it and try extra hard to control myself my patience is still reduced and I have already snapped at one person, to whom I apologized twice. The suggestion that I leave early might be a good one. Mike just came in with a fistful of bills to pay. We have a cash crunch because business has been good, which means we need to access our credit line again, that and for taxes from the profits of the first quarter. It is not easy doing business, especially with taxes so high in the U.S. and in New Jersey in particular, but I like it here and have no plans to move.

Kayla now has a new iPhone and an international plan so that we will be able to communicate when on the road - a very important thing. I have been worried about the trip to Mexico next month and I was able to flip the meetings in San Diego so we go to Mexicali first, early in the morning, and then end up in San Diego in the afternoon. This is a much better way, and has calmed my worries about being potentially being stopped on a huge evening line on our way back over the border into the U.S. Even if we do have to wait on line, I am still hopeful we will be okay, get out early, and stop for lunch on the way back.

Ben and Allan are not coming to Europe, which takes off some of the pressure to keep finding more calls, but I am still going after potential appointments. We are in the process of canceling the flights, drivers and hotels to cover their parts.

4/8/15

4:18pm DST - My Office, N.J.

I went to the doctor today to get checked for esophageal cancer. Since my dad has it and is one of a very small number of people to have made it through the treatments, I have always been concerned about getting the disease myself. I made a list of the medications I take, which included one for the acid reflux I have been experiencing for years, plus for my general diet and overall condition. His response was it was better to be safe and do an endoscopy, which will happen in early June. He was able to get rid of a few of my fears regarding the disease, how it progresses, how it is treated, and its overall effects, but it is still a really bad thing to have and the sooner it is found and treated the better. The test should determine if I have anything to worry about, and in the meantime I will try and forget about it.

I don't know about you, but I find doctors intimidating. They have a vast array of knowledge that I don't have, in areas that can greatly affect my life. In order to try and equalize my state of mind, I always try and go dressed in a suit, unless I know the doctor well, to differentiate myself from everyone else. Power and attitude come from within, and if I exhibit confidence and force, people will often react the way I want them too. To be my doctor, you generally have to run on time, be efficient, competent, and have staff that treats me with dignity and good humor. It has taken years but I have a really good team of various doctors who I trust implicitly, and am very willing to refer my friends to. It is like being a tourist, a victim, or someone seen as weak. I dislike the feeling and will go to great lengths not to feel or be treated that way.

More work on 3D printing inventions today, and I'm finding this new area both challenging and fascinating.

4/9/15

3:08pm DST - My Office, N.J.

Whenever I feel like I am in control and have things well in hand, I check my flight schedules and sometimes panic when I realize I am coming home on the wrong day. As you can guess, that happened yesterday, and the flights are now being changed. It certainly makes getting over-confident a much less likely occurrence. This is not the first time this has happened.

Wendy is getting ready to leave on Friday for Morocco with Barbara. She is very excited and I hope she has a wonderful time. I am also very glad I am not going, which she understands. Luckily we have her sister.

Kayla and I had lunch with Elana. She seems to be adjusting well to single life after 21 years of marriage. It must be a massive change, and I shudder to think what it would be like for me if Wendy was not here. Home would not be

home without her, the sanctuary would be gone, and I am sure it would take a very long time to rebuild it. It would never be the same.

Various customers have been after me today, I fight back when it is to our advantage and suck it up when it isn't. It is a good time to go to the chiropractor. Kayla has been helping with a very difficult job that takes a lot of different processes and approval steps. I think she will be the one to show IJX in Suzhou how to do it. I plan to go over to Asia in June and will most likely bring her with me. She has a good head and is tough, confident, and handling herself well.

4/9/15

7:36pm DST – Amy's House, N.J.

When Kayla and I went to see my uncle in Dallas a few weeks ago we saw the Life Magazine cover that he was on. It was 1944 and he was in an amphibious tank group. The picture showed them allegedly in Europe on the water. We found out later that the picture was actually taken in the US before they left the country and used later by Life, but this didn't matter. They still went and he was on the cover. He must have had a very difficult time there, since he would not talk about it, but we are all very proud of his and my father's service. I bought two copies of the magazine online and sent one to my parents. My mom called me tonight, and was thrilled after getting it and seeing her brother from more than 70 years ago. He just turned ninety-one. It was nice to be able to make her smile.

4/10/15

4:15pm DST - My Office, N.J.

I had lunch today with my friend, Michael. He is a financial planner and one of his greatest traits, in his words, is being an "active listener." By that he means that when dealing with people, he is not listening and thinking about what he is going to say in return. Rather, he is totally focused on what the other person is saying and once they are done he then responds. Obviously this is an incredibly important ability when dealing with people, and especially those he interacts with in business and family. We talked about our children and other topics. It took me a while, but eventually I got him to stop listening so intently to me so that he would talk about himself. I, too am an active listener, and learn far more that way than from speaking. I wanted to hear more about his many philosophies and we had a fascinating conversation about generational relationships, our ability and willingness to engage change, and how hard it can be to stay open to new areas and force ourselves into them.

I have finished going after potential new sales calls in Romania and France. I will know better by Monday which were successful, but I can now relax as that task is now done. I still need to finalize the flights home, but otherwise there is nothing left to do until we leave on Saturday.

4/11/15

Friday Afternoon, 3:45pm DST - My Office, N.J.

Wendy came downstairs while I was exercising this morning to tell me that her flight to France on the way to Morocco was cancelled. A tense time followed until Barbara was able to re-schedule. Their new arrangements meant they were leaving from JFK Airport instead of Newark, which also meant we needed Mike the Driver. Luckily, he was available. This also meant changing their next flight because they were scheduled to land at Charles De Gaulle Airport instead of Orly in Paris, and this ended up costing much more money. Mike the Driver's car then had a flat tire in our driveway, so they took Wendy's car to the airport. I spoke to her before, and she and her sister were at the airport lounge. Everything finally seemed to be in order and Mike called to say her car was back at home. I feel really badly for both my wife and her sister, they have been looking forward to this trip for a year and it is not starting out easy.

From my side, our trip preparations are as complete as they can be for now. I am still not 100% sure what is going on in Romania regarding calls, maybe one or two more will happen, but I don't think so at this point. Regardless, I am much calmer, as is Kay. She is at our house doing laundry and taking a nap. Unfortunately she is still sick from her cold. Eight days of traveling and work will probably take its toll on her, so I am glad she is resting now.

4/11/15

4:24pm DST - Lufthansa Lounge, JFK Airport, Queens, N.Y.

I had to go to the bathroom at about 1:30am this morning and checked my email. Sure enough, I had a message from Wendy that she and Barb had landed in Paris. As requested by my wonderful wife, I contacted Cliff to let him know that and then realized that I had not taken down the garbage can for trash removal by the town. Knowing I would not get back to sleep until I did, I put on my moccasins and coat and went outside. The weather was mild and it was beautiful outside. It only took a few minutes to do my task, but amazingly I actually enjoyed it and then went back to sleep. I was out biking by 8:30 am. It was a beautiful day here, with a mostly blue sky and mild temperatures. Uncle Dave and I had a great time. We took the long route and I was home before 11:30am, and very pleasantly tired. From then on, it was eating, preparing food for the trip, packing, and getting cleaned up. Elana came by with more baked goods for me, which were a welcome addition. We heard from Wendy that she and Barb were safely in Morocco, which was great news. Mike the Driver picked up Kay and me and we made it here through some traffic, but still in good time. It is always stressful getting to the airport and then through security, but we are on the other side now and in the lounge. I am calmer and looking forward to "wings up."

4/12/15

7:43am German Time, 1:43am DST

Munich Airport, Lufthansa Lounge

The flight here was excellent and I believe we arrived early. We are now waiting for our next flight to France, and then it is off to our hotel. I got a little sleep, Kayla got a lot, so far so good. I am working on editing my book about sales. I wrote it about 20 years ago. The basics have stayed the same but some of the familial relationships have greatly altered and I am modifying them. It is a very interesting endeavor to remember how I used to feel and how I am now. It does not look like we will have enough money to launch the sales anthology series I had planned, since virtually all of the money we get from China, if we do indeed get any, will go towards the expansion I am planning. It is a better purpose for those resources and I will not begrudge it in the least. The rest can wait until later.

4/13/15

8:59am French Time, 2:59am DST

En Route to St. Etienne, France

The flight into Lyon was excellent. With sleep deprivation in full swing both Kay and I fell asleep intermittently. We landed on time and our driver was there, always a good sight. The ride to Lyon was fascinating in that there was a lot of farmland and forest, which were very pretty. On the outskirts of the city I noticed we were in the valley between two mountains. As it turned out we were in wine country, and the mountains were covered with grape plants that were each buttressed by a series of iron bars. It looked like both mountains were fenced in with thick wire and almost every square foot of space was used. I thought this unusual but as we progressed, the entire set of hills was like this. The land must have been extremely valuable and it looked like it has been stable like this for centuries.

As always, I never know what the hotel I pick on the Internet will be like, and as it turned out this was a very old place that was well kept up and had a four star French restaurant. The people were very nice and as soon as we got settled, Kay and I went out for a walk to explore the town. As you know by now, gourmet food is not my thing, so our mission was to find something for me for dinner. Kay was going to the hotel restaurant and neither of us had a problem with eating alone. We eventually found a Mediterranean Cafe that had the kind of chicken and a salad I like, run by a Turkish Immigrant, by the way, a very pleasant man. I resolved to go back later to buy food. We kept walking. It was a warm and very beautiful day, and eventually we ended up back at the hotel where we relaxed for a while, and then I went back and got dinner. Kay kept me company as I ate in my room, which had three very large, open windows. This not only gave me great air flow, but also let me see into the river running by.

Afterwards, Kay left and I got ready for bed, since I had not slept much the night before on the plane. I was asleep by 8:30 pm, up at 4:15 am, exercised in

my room, then went out for a walk. It was cold outside but I was prepared with my Gortex Jacket and gloves and was comfortable. I was also lucky because I did not see a step and fell onto the driveway, but was fortunate to escape with a slightly twisted ankle and bruise on my elbow. My hands, where I landed, were fine because my gloves protected me. It's the second time they have done so.

Happy to have not really hurt myself, I continued my walk along the river, watching fish rising after flies for their breakfast and also various ducks. It was pleasant, as was breakfast, and we are now on our way to our first call to a customer we been having some trouble with regarding color-matching. I am hoping to get a sample today so that we can match from that, since our measuring equipment and theirs are incompatible. I am also hoping that making the time and effort to go in person will make a difference in getting more business. Wendy called before we left the hotel. She and Barbara were having fun but it sounds like there was too much packed into the schedule, and they are going to speak to the tour guide to slow things up a little. I was going to tell Kay about Wendy's call but I just noticed she is asleep. By the way, she loved her dinner last night but said I could not have eaten almost any of it, so therefore the food situation turned out well for us both.

4/13/15

10:51am French Time, 4:51 DST

En Route to Lyon Airport

Most business calls go in a certain way. We talk about the history of the company, our standard product lines, who we do business with, what is new, potential sales, and show samples. Problems are unusual, and often by taking blame for whatever it is, whether our fault or not, we can get things moving forward, create a plan of attack, and everyone leaves on good terms.

In this case, there was a buyer and a quality man involved. Unfortunately for them, a big chunk of their business was being moved to China, so they were already unhappy as layoffs there are likely. They also did not like the fact that we had trouble matching one of their colors. The quality man was actually angry and had a whole presentation setup for why my company was incompetent. The buyer was already saying IJX's prices were too high.

Normally I would try and deflect their anger and get back on a better plane, but when they called my people incompetent, that is where I drew the line. They were angry because they believed we had not made a big enough effort to match their color, which was wrong, and they were obviously upset that their plant was being downsized. This I could understand, but it is still not our fault. I could not help them with their employment problem, and the quality man refused to give me the approved samples from his other supplier to match. Since he was using an outdated color matching system and we did not have it, there was nothing to do but get up and leave. It is rare I cut a meeting short and say there is nothing else to be done, but this was one of those times. The only good things were that I was glad Ben and Allan were not there, and Kay got a

chance to see me under fire.

4/13/15

1:18pm French Time, 7:18am DST

Lyon Airport

Kayla and I are through airport security. We tried to get an earlier flight and could not, and are now sitting in one of the lounges. We have had lunch and I am calmer about this morning's sales call. I emailed our contact in Canada regarding what happened. Primarily because I did not want the two people here bad mouthing us any more than I am sure they have already, and to also thank her for her help with getting in to see them. It was not her fault that they acted so poorly. Sometimes I follow up meetings with an email of thanks and a summary of what needs to be done going forward, but in this case silence is my best avenue. Time to edit. We have less than three hours before we need to go and I want to use at least some of that time wisely before I get too tired, IJUS is already open and the emails have started.

4/13/15

4:14pm Munich Time, 10:14am DST – In Flight to Munich

Kay and I spent a few hours in a very nice lounge as I continued editing my book about sales. I am in the nuts and bolts part about how to make sales calls and a lot of it is a little dry, since it gives the basic format of how to do the various parts. On the other hand, if I was trying to learn how to be a salesman and someone gave me a book like this, the how-to portion would be extremely interesting and necessary so I will keep going. This flight appears to be on time so far, the next stop will be Romania, I think they are an hour later but I won't be sure until we get there. Kay has not been feeling great but happily has been able to take a lot of naps, I hope she is in tip top condition soon.

I got a reply from the buyer in Canada whose French group we saw this morning. I should not have worried, she was on our side and even said more business was coming from her team, which I forwarded to Ben and Allan. I am not out here on the road to have fights, but I also can't let our people be taken advantage of or treated unfairly. Another reason I get so tired on the road is because I love the action, the excitement, and the chance to help. I am thankful to be in a position to make positive, profitable change, and that takes a huge amount of energy, thought, and planning.

4/13/15

11:48pm Romania Time, 4:48pm DST

Hotel Timisoara

The flight here was very good and all was well, until Kay and I were waiting for our bags. As the last ones were coming off I told myself we would probably be last because we got to Lyon Airport so early, but that was not the case. Three bags did not show up and all were from Lyon, including Kay's and mine. It has been a long and a somewhat tough day, and not having our luggage

was not helpful.

Our driver, Eddie was waiting for us and happily he is Romanian. Starting tomorrow morning, he will track our bags, which will hopefully be on the next flight in at 2:00pm. Kayla and I had a snack at the downstairs bar, actually only things to drink, since they had already closed for dinner, but I had some food with me. I went through all of my supplies and I am in pretty good shape. Unfortunately Kay's clothes and stuff were in her suitcase, but I gave her one of my T-shirts so she will be okay until tomorrow. We have no samples for tomorrow's call. Kay's good clothes are in her suitcase, along with my suit jacket. I have been through this before. We simply tell the truth, most everyone will be very understanding. Then we move on. It is not pleasant but again I have the essentials, so I am in no great discomfort.

I was hoping to already be on our way up north by 2:00pm but if the airline says they will have the bags there, we will wait. It is almost midnight and I am not tired yet, so I will work out for a while until I am. This is life on the road sometimes, the day I can't handle this type of stuff is the day I change my function.

4/14/15

11:58 AM Romanian Time, 4:58am DST

A Mall in Timisoara

I had a very restless four hours of sleep and was up at 4:15am local time. I finished exercising in my room. I did some of it last night then it was downstairs, where I did a combination of walking outside around the parking lot where it was cold and inside in the lobby and up the first flight of stairs where it was warm. It was one of those times I was really glad I had my Jean Shepherd shows, because his voice always calms me down and keeps me grounded as it did this morning. The reason for the inside outside workout was due to the cold weather outside and my jacket was in my suitcase. I kept my body regulated by the constant migration in and out and it worked well.

I met Kay for breakfast, she had a tough night's sleep, too. Afterwards we met our driver, who took us to Alcatel-Lucent. He said he had some contacts at Austrian Air and would try and track our bags while we were inside. We found the correct floor and then met with four different people. These meetings went well, all four were young women and all loved meeting and speaking with Kay. She has a natural niceness that comes out and propagates a safe feeling, especially with women, and I am extremely happy about it. Relating to someone my age and with my job can be a little difficult, but Kay cuts through all of that and we make a good team.

From there it was across the street to a local fruit and flower market, where we bought provisions for the next few days. Our driver then picked us up and told us he thinks he located our suitcases. After arranging a meeting here with a former Flextronics buyer that I had been corresponding with on LinkedIn, he left us to begin the quest for our suitcases. He is due back about 2:30. Florin is now a manufacturer's rep for a German firm, but is anxious to increase his

product lines. They are also not supporting his sales efforts in any way and he is frustrated. After talking for a while we decided that it might be good for him to try and rep for us for six months. He is going to email me later with what he wants to be paid monthly, if it is not too much we will probably go ahead. We now have less than two-and-a-half hours before Eddie the Driver returns. I am having trouble staying awake.

4/14/15

4:09pm Romanian Time, 9:09 am DST

On Our Way to Oradea

Eddie picked us up about 1:30 and almost as soon as we got back to the airport, Kayla's suitcase arrived which made us all very happy. Mine, however, was not there, and they are still trying to find it. At this point I decided to leave for our next stop by car with the hope that we can pick up my case tomorrow before we leave. I can survive without a problem until tomorrow afternoon. After that my supply of clean clothes will be out and I will have no more food left from home. I am hoping we get to our hotel within the next hour, but I am not sure that will happen. I took a long nap before, which was greatly needed. Allan from IJX wrote that he heard Nokia has taken over part of Alcatel-Lucent. So far the rumor has not been proven but it will mean big changes if it does.

4/15/15

10:19am Romanian Time, 3:19am DST

En Route to Plexus in Oradea

By the time we got to the hotel yesterday, Kayla and I were both really tired. Again, when I book a hotel on the Internet, I am never really sure what we will get. In this case it was a Hilton Double Tree and it was extremely nice, with excellent staff and services. After Kayla and I settled in, Eddie called me to say that they have my suitcase, which I was very happy about. I will, however, save my pure joy until I actually see it back in Timisoara.

I had a pleasant dinner with Kay, and then we split up for the night. I went to sleep early but was woken up by an iChat request from Wendy. I was startled when I answered it and did not realize it was dark in my room so she could not see me from her side, which was pretty funny. When Barb suggested I turn my light on it worked. They are having a great time in Morocco and are going to spend a night in a tent and ride a camel. As we both agreed, it is very good I am not there because there is little that I would have enjoyed on her sojourn. But she is enjoying the trip, which is the important part. We only spoke for a short time and then I went back to sleep. I was up at 3:40am to exercise in my room and then downstairs - they have a very nice gym.

After breakfast and checking out, Eddie took us to Celestica, where we had a good meeting with two of their people. As always, I stressed our abilities and passion for unusual, fast jobs, and there is a chance for business there. I am glad we got Kay's suitcase with the sample-kits, since we left two there and

I signed the books inside. They were happy to know the author and laughed when I told them about the re-sale market for my books on Amazon.

On the way to Plexus I got an email from Allan that Nokia had bought Alcatel-Lucent, which could have big ramifications for us. This was not a merger, it was a takeover, which means a lot of the eliminations due to duplications in staff will probably come from the Alcatel-Lucent side. If this does indeed happen. I am anticipating a lot of reductions in their European operation.

Every time I sit down in the car I have the need to take a nap, a feeling I will try and act on whenever possible.

4/15/15

12:06 pm Romanian Time, 5:06am DST

En Route to Timisoara

There are all types of buyers, engineers, and designers that we meet. Some are easy to get along with and pleasant, and others are extremely difficult, bordering on arrogant, like our first call in France. The balance is somewhat in between. All have their own agendas, which sometimes correspond to those of the companies they work for, and sometimes don't. The trick is not to confuse being nice with the potential to do business. I would much rather have a difficult customer that I can manage to get along with because they are so much harder for everyone else to get business from. We are after people who can give us recurring new pieces of business, not friends. Business relationships are based on the mutual benefit of both sides. Being pleasant, nice, and friendly is a nice extra, but never required.

Our call at Plexus went well. The buyer will only use us when tough jobs come up since he has plenty of local suppliers for most jobs, and I could not agree with him more. This means our attack upon him to keep remembering us will continue until we actually start doing business, which is exactly what I told him. We are on our way back to Timisoara. We will stop for food and then head to the airport, and I hope my suitcase is there.

4/15/15

4:12pm Romanian Time, 9:12am DST

Timisoara Airport

I got my suitcase back!!!!!! I re-packed more supplies and emergency clothes, and then rechecked it for the next two flights, I hope both Kay's and mine are there when we arrive. Some of that stress is now off but I still have a lingering worry of what will happen when we land in Munich to make our next flight to Slovakia. I emailed one of my contacts at Alcatel-Lucent in N.J., and it seems like the takeover going through was a surprise.

4/15/15

7:36pm Austria Time, 1:36pm DST

In Flight to Vienna

I have been updating my log and going through another round of edits

in my book on sales. I am also getting tired so I don't know how much more work I am going to do. I am reading a book about the building of the Brooklyn Bridge by one of my favorite authors, David McCullough. I love the way he can paint a picture of what happened a long time ago. I am a competent writer and have benefited greatly from the branding of our books, but I will never be in his league. I am content to enjoy the work that I can do, which helps me to appreciate those who are amazing at it. I am sending an email to the head of the limousine company who booked our drivers for this trip. The guys from Romania were absolutely fantastic and went way beyond their normal efforts to help get our luggage back. I love sending emails like this and telling people their employees are great. We will definitely use them again.

4/15/15

9:40pm Slovakia time 3:40pm DST

En Route to Our Hotel

We landed on time, got our luggage, and have about a 50-minute ride back to the hotel. It has been a long day but a good one so far. Kay is handling the stress of traveling well. I am happy and looking forward to getting to our rooms.

4/16/15

12:37pm Austrian Time, 6:37am DST

En Route to Salzburg

I did not get enough sleep again last night. When I got up to exercise it sounded like there were pigeons right outside my window. When I looked I saw that there was anti-bird fencing on the window panes, so I was confused. Outside my room's window, all I could see was part of a mountain wall right across from the hotel. With daylight I saw that there was a small indentation in the rock wall, and a pigeon was perched there, cooing. Since I was already up it wasn't bothering me. In fact, it was a kind of a nice way to start the day.

I walked outside and up to a nearby castle's entrance twice, but it was gated so I could not get through. Happily, I toured it last time I was here, but it would have been better to see it again from the inside and show it to Kay. It is an extremely formidable structure and the amount of labor and materials to build it must have been staggering.

I was emailing with Allan and Ben regarding the new piece of business we had hoped to migrate to them, but our customer in California does not want to wait to qualify them. We may end up doing it in New Jersey. Since we are out of room there we may need to get some more space off-site. Ironically enough, it would probably be back at our old location in Millburn, which would be great since we already have a good relationship with Tim, the landlord. I feel very confident that he would give us space for any amount of time needed, as long as he had it available. This has been a tough piece of business to get going, but we will stay with it. I have already given the green light to our crew in New Jersey to go into full production, even though there are still dimensional

issues to get settled. We went to see Enics, a customer of IJX. The first thing mentioned was that we had not gotten back to them on an inquiry from December. We pride ourselves on fast quoting, so both Kayla and I were extremely apologetic about it. We requested that he send it again so we could get moving on it immediately. We went through some other new areas and the chance for business is there, so we were all happy after the meeting. We are now on our way to Austria to Celestica, and after getting through some heavy initial traffic we seem to be okay.

4/16/15

6:45pm Austrian Time, 12:45pm DST

In Flight to Vienna

We made it to the call at Celstica in time thanks to the great work of our driver. The program manager we met was knowledgeable and interested in potentially doing business. When we brought up 3D printing, his eyes lit up. He had built his own model and was very interested in Kayla's BuildTak presentation. She will send him a sample for his printer when we get back. It was then to Salzburg Airport and onto this plane. It is a short flight to Vienna. Our aircraft is propeller-driven, so it has been a very slow rise in altitude. The great part was the Alps, which are right near the airport, and we got a spectacular view of them as we climbed. It is amazing to think that people climb these mountains and some actually make it to the top. It is not one of my goals, but I can understand the allure and have respect for those who try it. I am starting to get tired. I ate two salads at the airport so the basics of dinner are taken care of. Next will be pretzels, fruit, and other supplies I brought before the end of the night.

4/17/15

8:46am French Time, 2:46am DST

Victor Hugo Hotel, Paris

Our plane arrived a little late and there was no immigration check-in, so we got to the baggage area without a problem. Unfortunately our bags were not there, and after checking we found out that they were still back in Vienna. We filled out the necessary paperwork, and luckily I had a picture of my suitcase, which is similar to Kay's. We then were picked up and brought here. It was already late, and after a snack I was asleep before 1:00am. As you can imagine, losing our stuff twice during the same trip has gone past annoying and into being incredulous. Eventually it just got absurd and funny. We have most of our stuff for today's call, so I am not that unhappy. Figuring that we might get screwed again, both Kayla and I packed most of what we needed in our carry-ons. Once the call is over, if our bags are not here then we will go out and buy her some clothes to relax in.

I exercised this morning in my room and then went out for a walk. I went to pay my respect to the statues of Ben Franklin on Ben Franklin Rue, but it was under construction and I could not see anything. Then, I went down to-

wards the Eiffel Tower, passed a beautiful little pond filled with fish, and as always marveled at the tower itself. It is one of my favorite places and Kay and I plan to go stand underneath it this afternoon.

Both my and Kay's stomachs have been a bit in rebellion. The only thing I can say to her, as I have already, is that this has been one of the rougher trips so far, considering the massive amounts of planes, cars and lost baggage we've experienced in a very tight time frame. She is still handling it well. I will go get her for breakfast soon, and I hope we both enjoy it.

4/17/15

8:12pm French Time, 2:12pm DST

Victor Hugo Hotel, Paris

We were picked up by our driver, Rafael, who began trying to help find our bags. Our call to Alcatel-Lucent went well. It was with a manager I have been trying to meet with for years, and it was good to finally sit down with him and talk. Obviously, since his company was just bought by Nokia and his job might be in jeopardy, he was highly concerned about what happened. After going through what his duties were, our company history, and IJ's product lines, we spoke about where we could be of help. Then, we parted ways, agreeing to keep everyone updated on what was happening since we sometimes hear things before he does. One major thing he did tell us was that the Alcatel-Lucent brand was being retired, and everything would be branded Nokia. This means all of our inventory will become worthless within the next 18 months. Of course, it also means a logo change, which, if we keep the business could be a huge infusion of new sales. We have to see what happens. As soon as we get back, I will start going after Nokia and hope I can find a connection into their main location in Finland.

Afterwards, we came back here and had lunch, and then decided to have Rafael drive us to the airport to see if we could locate our luggage. There was major gridlock going on, and after 90 minutes we gave up and went to the Louvre. Kayla wanted to go to see some specific paintings, which turned out not to be there, but the trip gave each of us a chance to calm down and get a grip on the idea that our luggage and everything in it was lost. It is an amazing museum, and although I don't generally go to them this one was pretty awesome. Eventually we both snapped back to our regular selves. I am going to go get her for dinner at 9:00pm. Ridiculously late for dinner for me, but nothing is normal about this trip, so it doesn't matter. This has been a very difficult adventure. I am sorry Kayla had it so early in her career, but it is part of the job and it is just as well that she experience both the good and the bad early. We have heard from Wendy. She and Barbara continue to have a great time in Morocco, and all else is well. I am hoping Kay and I get on the plane and home okay, and reasonably on time. We can start attacking again next week.

4/18/15

1:53pm French Time, 7:52am DST

Charles DeGall, Paris

We got a call from Rafael before dinner that our luggage had been located and would be delivered to the hotel before midnight. Feeling elated, Kay and I went out to dinner and we were back by 10:30. It took a while to get ready for sleep and I was up until 11:30 with still no word for. The night manager downstairs has already been tipped so he would deliver both bags to me regardless of the time.

I woke up at 2:30am to go to the bathroom and realized I had not been called. Feeling screwed again, I reset my alarms to get up earlier so I could exercise, call Rafael, and be ready earlier to leave if needed. As you can imagine I did not get a lot of sleep and was up early, exercised in my room, and texted Rafael about the lack of luggage. He texted back that he was on it. I then went out for a walk even though my stomach was in rebellion and had just enough clothes and my gloves to make it comfortable, my jacket was still in my missing suitcase. I went to the Eiffel Tower and stood under it in the early morning beautiful air, totally enjoying myself but still with the lagging worry about what was to come. My suitcase had an extra suit, my soft briefcase with all of my samples, four custom made shirts, my Gortex Jacket, other clothes and more food supplies from home. If it were gone I would obviously be okay but it would be a pain to replace everything before our next trip.

I finished walking at 8:30am then went to breakfast where Kay met me. She knew the suitcases were still lost since I had not contacted her. I got more texts from Rafael and finally he was able to locate both cases and we left early from the hotel to go after them. It turned out that they were at a special handler for lost bags, not at the airport, and when we drove up they brought them both out. A truly welcome sight, and we then came here to the airport and once again gave them up for the trip home. Kay and I both re-packed our emergency stuff, then our suitcases were tagged and would hopefully end up at JFK when we got there. After arriving at the lounge, we are now on the plane and ready to go to Frankfurt. After what has happened this week I have no predictions about how the balance of the trip will go, but we are on our way.

4/18/15

4:12pm DST

2:51 Minutes Remaining Towards Quebec, Canada

We landed in Frankfurt on time and eventually made our way to the gate. Kayla and I waited to get on because of the crowd, and for some unknown reason, both of our boarding passes were rejected and we had to wait a long time to get rechecked back in. It was so long that there was a danger of us not getting on, which only added an additional level of stress that I thought had receded. We finally made it onboard and things are going well. I look forward to landing, although I have no predictions regarding timing, luggage, or anything else.

I have been up for 17 hours already and probably won't get to sleep for another seven. This means that, not counting a few naps, I will probably have gone through a whole day's cycle, which is going to mess me up even more than normal jet lag. I love my job and my life, but I do not think a lot of other people would want it, which is also a very comforting thought. To be different is better, and I consider that an advantage, although it is understandable why people are hesitant to travel with me. Speaking of naps, it sounds like a good idea. By the way, I spoke with Rich who spoke with Vinnie and Dave. They think we can set up the mass production for the big assembly job within the space we have, which means we don't have to go off-site and that is great.

4/19/15

4:35pm DST – Home, N.J.

We landed early and got our luggage!

We were home before 10:00pm. I was asleep by 11:30pm and was up by 7:00am, and it was still not enough sleep. I was out early to get food, as Wendy was still away. Then I exercised in our basement and biked. It was great to see my wonderful brother for tea. We caught up on what was happening and then it was on to the plant store to begin buying for this season. Once home, I filled our new pots as well as some of the others, watered and fed the new plants, and also sprayed to keep the groundhogs away. I am getting pretty tired and hope to get to sleep early tonight. I heard from Wendy, they are having a great time and are looking forward to Paris on Tuesday. Kay and I leave again two weeks from today, by that time we should both be ready to go back on the road. It is very quiet here without Wendy. Kayla called me this morning, she has a migraine and I told her not to go to the 3D printing show. I am not surprised, considering the week we just went through. I look forward to tomorrow and my regular schedule.

4/21/15

7:36pm DST - My House, N.J.

I am still feeling the effects of jet lag but am quickly getting back to normal. We had a very good day at work and the complicated project we have been working on is moving into bigger production. We are hiring more people to help with it. With better business there is a great feeling among our team like an electric current, and we all want to keep growing profitably and moving forward. The increase in time on the road for me, the starting of Kay in sales, plus Mike and Dan's work with BuildTak is all making a difference, which makes us all want to do more.

I am working on our next trip, confirming appointments and drivers, and once I know Ben and Allan's schedule I will also take care of the hotels. I think they are not staying for the whole trip. I heard from Wendy, she and Barbara are in Paris and due home tomorrow. It has been almost two weeks, I miss her a lot and look forward to her return. They have had a great time.

My son Ben called me to chat. Things are well with him and Kate and they are loving Colorado. He is training for a marathon and is in fantastic shape. Business is also good for him so he is very happy. I also heard from Alex yesterday. He got a new contract to design another season with the company he is free-lancing for, which is excellent. He will probably do this and then start looking for another permanent job before he starts his own company. We will have a customer from Germany in tomorrow for a plant tour, and she is bringing a friend. Kay is due back, also, so she will come to lunch with us unless we all decide to stay for "Pizza Day," a thank you from me to our team for doing a fantastic job. I love doing nice things for good people.

4/22/15

3:26pm DST - My Office, N.J.

We had two visitors today. One was a former buyer from Flextronics in Germany who is now at another German company I tried to see last year. She was here to see her friend who works for the NY Transit Authority and is also a colonel in the Army Reserves, and she brought him along. We gave them a plant tour, went over our capabilities around the world, and then I took them to lunch. They were a very interesting pair and lunch was fascinating. She was outgoing but still reserved and they were both very pleasant, knowledgeable, and had a lot of interior force. Being around people like that is stimulating but very tiring, so a nap afterwards was very welcome. We just sent a non-disclosure form to the man from Romania who wants to rep for us, and he has to sign it before we can go forward. I just heard from Wendy, she landed! Good news and I look forward to seeing her at home after the chiropractor.

4/23/15

4:45pm DST - My Office, N.J.

The outside biking season is in full swing, and even though it was under 40 degrees this morning, I still enjoyed being outside. That and the extra calorie burn make it nice to be able to eat more when I feel like it.

I had lunch with my friend, Susan today. She is president of a very upscale jewelry company that just opened a store in New York City. They already have one in Chicago. She has been there a year and the company now shows the results of her efforts with higher sales, a streamlined operation, and an ever-improving corporate culture. We talked about people, relationships, and trying to make a safe, positive environment for our people so that they can excel. This all takes work and the responsibilities are huge, considering we are affecting our employees' lives, but it is a good spot for both of us.

We are interviewing people for jobs. It is always fascinating to see who shows up on time or not at all. Normally a good employee is good all the way, just like a customer or a friend. People stay the same over time and cannot hide both how they are good and bad. I am now doing more work on our trip to Ireland, lots of details to work out.

4/24/15

4:35pm DST My Office, N.J.

I have been following up with our customers, looking for new business, and launching our sales attack on Nokia for their takeover of Alcatel-Lucent. It is fun to go after new accounts, but it can take a huge amount of effort and sometimes years before anything happens. I have felt a little overwhelmed lately, there is too much work for me to do. Therefore, I will start moving Kayla over faster than planned to help me. We have a new person starting on Monday in our assembly area, I hope she is on time and does well.

4/25/15

6:56pm DST - My House, N.J.

I was really tired and slept about eight-and-a-half very welcome hours. Our office is starting a major shift. There are personnel being moved into new areas, new people coming in, and I think one or two people getting in position to retire within the next 12 months. If that happens we should be fine, and as for the others, if the major expansion I am preparing for happens, then they will be put into bigger positions of authority and I hope will rise to the occasion. In the meantime I will continue on with my heavy travel schedule, intense training and traveling for Kay, bringing in as much new and profitable business, and expansion into as many new product lines as possible.

I asked Wendy if she wanted to go target shooting today and she happily agreed so after lunch we drove there. I explained to her about it being an outdoor range. It is roughly a 100-year-old club where we may or may not see any other members. As it turned out, there was one man there who was pleasant, and very big on gun safety. I liked that, and after we all shot together for a while, he left and Wendy and I moved from the pistol to the rifle area. I took out the new repeating rifle she got me, and once again it proved very accurate.

I have found throughout my life with rifles and shotguns that either a gun fits me immediately and I am very good with it, or at the other extreme, no matter how much I try to change and modify it I cannot shoot it well. The shotgun my grandfather got me for my Bar Mitzvah, the two shotguns my dad gave me, and the new gun Wendy bought me are all perfect examples, I guess they were just meant to be.

After shooting and coming back here I went food shopping and also back to the flower store. I truly love that environment with all of the pretty colored plants, and I had a grand time picking out news one for our house. Once back here I watered the plants in their containers and sprayed them with a solution which I hope will keep away the groundhogs and rabbits, and will put them in tomorrow. We brought Greek food in for dinner and as soon as I finish typing here I plan to be done for the night. The weather is clear and beautiful and it has been a wonderful day, the kind I long for when I am out on the road. These remind me of the incredible life I have, which I have to continually earn and never take for granted.

4/27/15

4:35pm DST - My Office, N.J.

Yesterday was a lot of fun with biking and planting new flowers. My brother and I had an early Mother's Day celebration with my mom. She is fighting bad back problems and is in a lot of pain, but has an iron will and is doing okay. My dad was also there, he too has incredible strength of mind. They are both great examples of meeting life head on.

One of my new books, "How to Find a Suitable Woman, or Shut-Up I Know What's Best for You," is almost done. I would really like to get a book published by an actual publisher so I started that search. I may also try and find a literary agent, again a fun prospect since I have nothing to lose and don't expect any success.

Biking this morning was not easy, I was sore from the weekend but it was pleasant once I got outside. The day has been filled with paperwork and getting ready for my next two trips. Kayla is now helping me more with sales, and we spoke about her going on her first sales call alone. Amazingly, she said the same thing to me that I said to my dad almost 40 years ago, which was, "I don't know anything." She already has more background than I did so I think she will be fine, but I will wait for the right opportunity to set something up.

More work on our 3D products. Mike will continue to go to the various shows as long as the CEO's of manufacturers and distributors keep attending. We are working on a new spring steel version of BuildTak. As always, lots of ideas are going back and forth. It is a very exciting office atmosphere with so much creativity going on.

4/28/15

5:00pm DST - My Office, N.J.

I just finished the final edit on "How to Find and Keep a Suitable Woman, or Shut-Up I Know What's Best For You." Elana is going to ask her friend for help finding a literary agent. If it works then so be it, if not, we will self-publish sometime during the next year. It has been a crazy day of pricing and paperwork, more work on upcoming trips.

4/30/15

4:40pm DST - My Office, N.J.

For everyone who thinks my life is glamorous with world travel and making deals, the answer is yes, sometimes. In order to get into position to do the fun stuff it take hours, days, weeks, and months of preparation to get there. Kayla is just starting to get a feel of how much paperwork and dogged follow-up is required, which is why so few want our jobs and can do them well. We just hired a new rep in Romania, a result of our last trip there. He has already brought in an estimate for a metal tag, which is an excellent sign. He has four months to prove himself.

In the world, the U.S. is erupting in spots where police are seemingly going past the law in handling suspects and people who have committed crimes.

There seems to be some that cannot be disputed, but overall it looks like a general breakdown in areas of poverty where people have taken the law into their own hands. It reminds me a little of the riots back in the late 1960's, where the only people who suffered were those in their own neighborhoods that were burned out and destroyed. No one is for police brutality, but having gangs of thugs destroy and loot businesses cannot be tolerated. I think a major backlash is coming.

I had lunch with Elana today. She will review my book on dating and start editing.

MAY

5/1/15

4:48pm DST - My Office, N.J.

We hired a new pressman today, and another assembly person last week. We are gearing up for a new piece of business that I strongly hope is coming. Otherwise, I had better find more business to keep them busy. It is a lot of fun hiring but horrible laying people off, so I try and be on the lean side when it comes to our head count. We bought a small piece of metal cutting equipment today to be able to round corner metal sheets, a new part of the BuildTak 3D printing line. We booked my next flight to Malaysia the end of June, and it may be one of my last depending on how things turn out. Business is swinging away in China. Therefore, as usual, I am not sure what is happening and have to follow the market. The trip for next week is as final as I can make it, so I can now relax and focus on packing and getting as much exercise as possible before leaving for the airport Sunday morning.

A man was killed while in Baltimore police custody and a group of the officers were indicted today. I heard a little bit of the prosecutor's remarks and it sounds like a lot went wrong, but that is why there are trials. I will not make up my mind until all of the facts are in. It looks like it could be a long, hot, and dangerous summer here in the U.S.

It will be good to see my partner, Ben next week in California. We have a lot to talk about though it only usually takes 15 minutes once we are actually together. The weather has been beautiful here and I have been able to bike most mornings, it is wonderful to be out in the cool, fresh morning air.

5/3/15

12:04pm DST - Newark Liberty Airport

I have been training Kayla in sales and one of the primary lessons is how to handle trouble. This is a story of how one of our suppliers failed miserably. We have been working on an extremely difficult job involving a specialized gasket with a California supplier. They advertised that they could do this type of work. When they ran the first 25,000 pieces there were problems with the first run, but the second seemed okay. We produced an assembly using their gaskets and all seemed well until the beginning of last week, when suddenly there was a massive quality failure reported by the customer because of their gasket. Through numerous phone calls and emails we thought the problem was being handled, and I left Friday afternoon feeling good. They said they would ship a partial out that night and that we could test them on Monday morning, and then get back into production. I got an email a few minutes after they closed for the day saying that they could not ship the product and I should talk

to the owner on Monday. No other explanation, nothing. I tried to call them and left messages, but they would not reply and it is now Sunday afternoon.

The fact that they left a message, ran out for the weekend, and would not check or answer their emails, leaving me in despair, is one thing. Not knowing if they can do the job at all when I am seeing my customer this week in California is another. We have other options which we are pursuing, but my customer is not going to be happy and we may lose a huge potential new piece of business because of it. The worst part is being left in the dark as to what the problem is and whether they can do anything. It is inexcusable to not want to make the tough phone call to me with the information, and rather to run away and hide. I will call them tomorrow morning, which is only a few hours before I see my customer.

At a minimum, I will attempt to get IJX's submitted samples approved as quickly as possible, and if this company does come through with a usable product, then I will use them for the minimum I have to and switch over to IJX. If they totally screw up and leave us hanging, at least we have some alternatives. This is a picture-perfect example of how not to handle trouble, and the only positive parts are that Kayla will see it handled in the worst way by the supplier, and hopefully also in one of the best ways when she sees what we do with our customer. Still, it has partially ruined my weekend and I will never forget that they caused it. If I have the chance to pay them back in the future I will most assuredly do so.

Otherwise, yesterday was a beautiful day in New Jersey and aside from the problems above I went biking by myself, as Uncle Dave was on vacation in Mexico. There was road construction on the way back and one side of one of the roadways was closed off. The police were letting traffic through in groups and the nice police officer held traffic for a few seconds to give me a head start getting through a tight area. As soon as he gave me the wave I took off like a rocket uphill and kept going until I was breathing too hard to keep up my speed but by that time I was out of danger.

Then, I took Cliff target shooting. We had a very fun time, and afterwards Wendy and I went out with our friends Carla and Mitch. They are world travelers and love good food, wine, and liquor. Wendy loves being around them to talk about all of the things I could care less about. Dinner, in fact, got me sick. I think there was butter in the vegetable sauce. Regardless, my queasiness prompted me to work out in our basement and then take the shorter bike route today. Again, the weather was amazing, and when I got home I watered our flowers. I think it has been too cold for some of them, but it is supposed to warm up this week. I then finished packing and ate lunch. Both Kay and I are a little gun shy about traveling since our last really bad trip to Europe with so much lost luggage, but we are hopeful it will work out alright.

5/3/15

3:43pm Pacific Time, 6:43 DST

In Flight to San Francisco

I need to remember not to fall asleep when trying to hold on to a glass of water because I am afraid it will fall over. Invariably that is what happens, and it did again. Luckily it was just water, and my pants are slowly drying now. It should be my worst problem.

5/4/15

3:18pm California Time, 6:18pm DST

En Route to Sunnyvale

We landed early and stopped at a Whole Foods Supermarket (my mother-ship when traveling), got supplies, and went to our hotel. Los Gatos is a pretty, small town, and our hotel is very nice. After a short walk with Kay, I was very tired. My stomach was a little better, so we had dinner outside by their pool area. Soon after I was in my room, called Wendy, who sounded fine, and went to sleep with the gasket problem still on my mind.

I had set my alarm for 3:00am so I could work out, and I ended up waking at 2:45. I exercised and walked outside until dawn. The gasket problem stayed on my mind and I got to the point where my huge anger had subsided. I was trying to look at it from the gasket supplier's point of view. I had a meeting with Ben for breakfast where he told me his potential plans for Ideal Jacobs in Asia. They will be awesome if they work out, but I can't mention them here yet. Suffice it to say that by the time I finished breakfast, the gasket problem had regained its proper perspective and I was excited in anticipation of the rest of the day.

Our driver was early and once inside the car I called the gasket manufacturer. They were planning to ship the parts tonight, which was fine, and they had a question on the packaging, which was also okay. This still made me crazy, because if he had told me all of it on Friday I would not have been worried all weekend. Such is life. We went to our first call at Flextronics and unfortunately I had the wrong address. We were late getting to the right place, totally my fault, which I rightly took the blame for. We had a good meeting with potential business for IJX going through us.

From there we went to Oracle, and while three of the people we went to see were not there, the primary person was. She brought in two others, so it worked out really well with a potential for more business both in the US and China. It was then onward to San Francisco to talk to our customer regarding the gaskets issue. They had a lot of people there and we went through everything, including getting IJX up and running as our gasket supplier, as well as a second source for assembly after IJUS. They were good with it. We will give our customer credit on the gaskets that were not perfect and the meeting ended well. We have a lot of work and some different tests to do, but I think we have a good plan to make and keep them pleased.

Feeling elated, we are now on our way to our last customer for the day.

Then we will stop at another Whole Foods Supermarket so that I can get my dinner. I think Kayla, Ben, and Allan are eating out, and when we get back to the hotel maybe Kayla and I can go for a walk. Ben has finished everything he needed to do, so he is leaving tomorrow and we will take Allan with us. I am a lot happier now than I was early this morning, and it is a great feeling.

5/4/15

4:32pm California Time, 7:32pm DST

En Route to Los Gatos

Our last call of the day will probably not produce any business, but you never know. It was still good to go and now we are on our way back to the supermarket near the hotel. We are all tired and ready to change our clothes and get some fresh air.

5/5/15

2:31pm California Time, 5:31pm DST

Fremont, C.A.

After we got back last night, Kayla and I took a walk. I left her in town and took the short walk back to the hotel to have a meeting with Ben. As always, there was a bunch to talk about as we continue to refine our pathways for the future. I then got Kay, we ate dinner, and I spent the evening relaxing and getting to sleep early. I was up at 3:30am, worked out in my room, and then walked outside. At the end I met up with my wonderful daughter and we walked a while. It is always nice being with her, especially in the cool, beautiful morning air, in this pretty, very affluent, small town.

After breakfast I met with Ben one last time and he left for the airport. Kayla, Allan, and I went on our first sales call to a company that rebrands equipment. We sell them labels. I screwed up the next call because the person we were supposed to see was actually in Maryland, so that did not happen. We went to a local coffee shop and after about 20 minutes of phone calls and emails I got us another appointment in the next town. I also found a new buyer in the process, which was great. No sales work is ever a waste of time.

On the way back, another person I had contacted before answered, so it was off to another nearby town. That call went quickly, the buyer had a line down, and we went to lunch. At that point we all needed a boost, which the nourishment gave us, and it was on to our next call, this time at Sanmina. The new head buyer already knew about our company, so we quickly went over what we could do to help him.

From there our drivers switched and the owner, Gary took over. He is quite a character. I knew him from my last trip and we enjoyed our talk, which included taking him for coffee. We are now at another Sanmina location and will stay here until we finish for the day. Both Allan and Kayla are doing well and ready to keep going for the rest of the week. I heard back from the gasket supplier who we told to stop trying after he informed Rich we would have to pay him for additional tooling, which is not going to happen.

5/5/15

3:57pm Pacific Time, 6:57 DST

Three more sets of calls and all went well. We are now very tired and on our way back to the hotel. The gasket supplier's saleswoman emailed me to say that her boss wanted my cell phone number. The fact that he didn't email me himself did not elevate what I thought of them, but I sent it to them anyway with instructions to stop any work for us. I was in sales calls and would talk to him in the morning. I offered to buy his material so that he would not be left with it, and also so that I could send it to IJX for their tests.

The next major decision is where to go for dinner. I know, a very big deal. I am also hoping for a walk, maybe a swim - radical thoughts.

5/5/15

7:49pm California Time, 10:49pm DST

Hotel Los Gatos

The swim was wonderful. We then met Allan to walk into town. We found a burger restaurant, which was very good, and then we all split up for the evening. I heard back from the gasket company owner, who was angry that we rejected his parts, even though he said they were to spec. Since Rich told me that he demanded more money for new tooling but had not been able to make an acceptable product, I told him we would contact him if needed, otherwise, to stop any work on the project. It is unfortunate they failed from everyone's perspective. More work on this project tomorrow. In the meantime, I will get ready to go to sleep soon.

5/6/15

9:11am California Time, 12:11pm DST

Starbucks in San Jose

It was a beautiful cold morning, like in New England, and I had a wonderful walk outside after my band workout in the room. I spoke to my mom, she is good, and also spoke to Wendy, who is doing well. I called the office and spoke to Rich and the gasket move to IJX is in progress and the California supplier may send us his material, for a price, so we can get it to Allan a week earlier which would be fantastic. I talked with Elana about my book on dating. She thought it had worth, and with her level of honesty, it was truly great to hear because if she thought otherwise she would have said so. She thinks a format other than a book would be better, maybe a collection of short pamphlets or instructional stories that would be backed up by an audio series. This way, when people get into certain situations they would not have to go through a whole book, but instead could pull the best reference document. She will finish reading the last few chapters and we will meet soon to decide the best way to move forward. Breakfast with Kay and Allan was good, and everyone is ready for this morning. Then, onward to the airport to head to San Diego.

We are here at this time because our customer is stuck in traffic. If all goes well we can still see her and get to our next appointment only ten minutes late.

I have already emailed ahead to let them know. Being on the road means constant change, and if you can't handle it cheerfully and efficiently you should not be out here. It does mean we won't be with the first customer long, which is fine because everyone will be focused and it will be a much stronger call.

The price of oil is rising again, which has the side benefit of slowly bringing the US oil and gas industry back from its sudden decimation. Whether fracking is a good process or not, or needs to be improved, our country needs to at least be energy independent if not a net exporter. The terrorist group ISIS is taking credit for an attack in Texas. Whether it was them or not, we all need to be more cognizant of the world around us, and to try and stay out of bad situations that threaten our personal safety.

5/6/15

1:49pm California Time, 4:49pm DST

San Francisco Airport

We went back to see the customer. She was there but the other three engineers who were supposed to attend were not. So it goes. She showed us her lab and we talked about her new product. We have a chance for business within the next two months, and it was a good call. I sent a thank you email to her afterwards, and also to the three engineers to tell them about our fast prototyping capability, and left it at that. If we get business from one then the others will hopefully follow, it could easily take a year. Next it was to Celestica. I have known their head of global purchasing for over a decade and he said he would help link us to their two global procurement leaders. One is probably in Europe, the other in Hong Kong. Originally I was only planning to go to KL next month for two days, but if I can get an appointment to see the head guy in Hong Kong I will go and will also probably make sales calls with our reps in Penang and Thailand, so will need to get there the Tuesday before. What was a very easy, simple trip will become more complicated, but will still be very interesting so I have no problems with it. After stopping at a Whole Foods Supermarket for lunch, we are now at the gate and will board within an hour.

5/7/15

5:55am California Time, 8:55am DST

En Route to Mexicali, Mexico

Right before we arrived in San Diego, I saw an email from a customer with a problem involving IJX. Since Allan was with us, we were working on it as we got off the plane and emailed the customer twice within the next hour. While no one wants trouble, the handling of it makes all the difference and we are hoping to have the issues settled by later today. After stopping at the supermarket for supplies, we went to the Omni hotel and Kayla and I took a walk. There was a huge convention going on and some of the streets were blocked off. We had a pleasant time, and then we split up and I went back to my room. After eating the balance of my dinner I did my band workout knowing I would not have time this morning. I was really tired but forced myself

through it anyway, knowing the guilt of not doing it would be far worse than the effort to get it done.

I was up at 3:00am, did an hour on the treadmill, had a quick breakfast, and we are now on our way out of San Diego and traveling across the desert. I have not had a good, full night's sleep since last Saturday, and the effects of sleep depletion are in full effect. I will try and grab a nap on this leg of our journey and on the way back. I am concerned about the delays that come with crossing the border both ways, but there is nothing we can do about that. If we get back in time for our 4:00pm meeting I will be very happy, in the meantime, I will try and calm down my annoyance, which is based on nothing rational, and try and sleep.

5/7/15

10:55am California Time, 1:55pm DST

En Route Back to San Diego

As we approached the border into Mexico I was nervous, as happens with all border crossings. This one was easy, however, and we drove through without a problem. On the other side I had to caution Allan not to take pictures of everything, as he sometimes does, because some people might think he is taking their photo and take offense. We were more than an hour early but I decided to take the chance and go in to see the customer anyway. We were fortunate that not only was she there early, but so was her boss. We had a pleasant visit, not only showing them our capabilities, but also talking about Kayla being in our business, and my futile attempts at speaking and understanding Spanish. We were out in under an hour and after going to get coffee and water we got on line to get back into the US. Here also was a very stressful thirty minutes, I was afraid it would be more like an hour-and-a-half, but we got through fine and are on our way back.

I tried to use my credit card while in Mexico, but it got declined because I left the country and I had to call them to get it re-activated. I heard from our customer for our 4:00pm meeting and he said that he wanted to start earlier, which, since we are now on our way back is no problem. As always, it is great to be back in the U.S.! We are going through the mountains and I am having cell phone and email disruptions. I hope we can make it back to a good area for cell coverage before our conference call at noon. If not, we will try them later.

5/7/15

6:08pm California Time, 9:08pm DST

Omni Hotel San Diego

Just as we got near the hotel we tried to get onto the conference call but I decided instead to request a ten minute delay so Allan and I could call from my room. It ended up working out well as we developed a plan to get to the level of quality control needed for the parts we are making and for future products as well. We will coordinate on Sunday night, Allan will already be back in China, so I can give an update to the customer on Monday morning. Once this was

done we left for a call with another group from Oracle. They have some very specific needs for our products both in the US and China, and we will start doing research as soon as I return to the office on Monday.

By the time we were finished all three of us were very tired, so we went to the supermarket, got dinner, and came back here. Kayla said goodbye to Allan, she is leaving for Oregon early tomorrow morning and I am very glad that they got a chance to get to know each other. Afterwards Kay and I went for a walk and spoke to Wendy, who is looking forward to seeing me late tomorrow, as I am her. I said goodbye to Kay, also. I won't see her for more than a week and I will miss her. I ate dinner in my room and plan to go to sleep soon. Being on the road gives the best opportunity for new business and developing more with the customers we already have. Kayla shows excellent promise in being able to find and open her own accounts, and trips like these are invaluable to her development. Learning from me and the road itself are moving her towards becoming very successful.

5/8/15

9:29am California Time, 12:29pm DST

En Route to Calabasas

After doing some paperwork last night I was asleep by 9:00pm and up at 3:00am. I learned after working in my room and checking email that lots was happening with our biggest customer in Europe. They were getting parts from IJX and upset because they kept increasing their orders and IJX was having trouble keeping up. While a good problem to have, it is still an issue. IJX already proactively began making additional sets of injection molding tooling for this particular part to increase their production capacity. The inspection level was also very high and time consuming, but the extra deliveries are being worked out and the customer is going to go over to visit IJX in China.

I was in the gym watching a movie when Kayla unexpectedly came to say goodbye. She was on her way up north to see her friend Alyssa before coming back to San Francisco next week for the Maker Faire convention, where she, Mike, and Dan will show our various BuiltTak 3D Printing products. I am glad she is off to have some fun. It has been a tough week of sales calls and traveling and she has done very well.

Our first call this morning was in Irvine to a company that buys labels from us. Allan is very aggressive and sometimes overwhelms people, and for this call, like the others, I was the lead. Part of the reason he is with me is to see how I conduct myself, and how in situations like this one a softer approach is needed. The buyer was a young, very pleasant woman who did not have a huge amount of technical expertise, and the last thing I wanted to do was to come off as a superior-sounding old man who knows everything. Since I was old enough to be her father (she was Kayla's age) I kept the conversation light, fast-moving, and humorous to make her feel at ease, which I think she did. I believe that if she has any more business than she is already giving us we will get a chance at it and the short meeting ended with everyone smiling. Onward

to Calabashes, I told our driver, Carlos that if he gets us there early enough I will buy him coffee. Now that is positive motivation.

5/8/15

2:19pm California Time, 5:19pm DST

United Airlines Lounge, LAX

Carlos did get us there on time and I bought him lunch after our final call at Spirent. We saw three people there and it was a very good ending for our sales trip. They buy a lot from IJX now and it looks like more is coming. It is still really good to see people in person, even if a lot of sales are already being booked. Showing our new products and ideas often spur needs from the customer side and that would never happen if we weren't face to face, having them interact with the actual products. On the way back we got food supplies and said goodbye to Allan. He is at a different terminal and I am now in the lounge waiting to go to the gate. I heard from Kayla - she is in Oregon and via her text sounds great. Uncle Dave just called me to see if I was back and wanting to go riding tomorrow. I need to sleep in so we will not be together and I will bike later myself. It is supposed to be in the 80's, perfect biking weather. I just texted Ira to see if he could have tea on Sunday. Irene is away, I think for a week. I am tired and having trouble making myself work, but I need to do some financial planning. I will give that a try before watching some movies, great to have Internet access!

5/8/15

9:25pm DST - En Route Home to N.J.

Approximately 02:38:00 to Go

Our quest to go private has hit a roadblock. We are delayed at least a month, and this is causing us problems as we are already considering what we will do once we make that transition. Not having a definite changeover date means we will potentially lose some options, and we are trying to get a feel from the Malaysian government as to where they stand on our proposal. I hope we hear soon.

5/9/15

10:09 DST - My House, N.J.

We arrived early and when my suitcase came off the baggage carousel, I knew something was wrong. When I looked at the bottom, one of the wheels had been torn completely out. How this happened was a mystery. I was very angry but calmed down when I realized that I had bought this luggage because it had a lifetime guarantee and I could get it fixed at no charge. The bad news is that I'm leaving for Ireland in less than two weeks and the odds of getting it back in time are not good. Still angry, another thought sprang into my mind which was with all of the traveling I have been doing, I should have a double set of luggage, anyway. Then I could rotate those that in need of repair, since my computer bag also needs some work.

I got to sleep before 3:00am and was up before 8:30am. It was great to see my wonderful wife, and after breakfast I went on my long bike ride. Once home, I watered my flowers. Some were obviously not going to make it, so I will start replanting soon, a normal occurrence because every year I never know what will grow where under the current conditions. After lunch I went to see my parents. My dad now weighs 127 lbs and does not look good. His mental health is also suffering, but with his strength of will I have long given up wondering if he will keep going. He mainly now talks about his health and other problems, but you can see that his resolve to stay alive is still very strong. In the meantime, I will keep visiting and call both my parents, and when I am needed I will hopefully not be out of town. I am very lucky to have my brother and sister nearby.

Speaking of which, I had a date screw-up with my brother. I thought we were meeting tomorrow, he thought today, and he tracked me down at my parents' which was not a problem. So I left there to go meet him. He is such a fantastic guy. I love to be around him. We caught up on family stuff and then it was back home for a nap. We brought dinner in and relaxed for the rest of the evening. I also continued unpacking from my trip while at the same time packing for Ireland, which happens in nine days. I am hoping to get the new Gortex rain jacket I ordered in time. It will be the perfect protection for the cold, rainy weather expected.

I have been going through more financial planning with Ben in China and great news came through that the main financial body in Malaysia agreed that our plan to go private can proceed.

5/11/15

4:56pm DST - My Office, N.J.

Yesterday, Sunday, was a great day. I went biking, bought more flowers, did some gardening, took it easy, and spent time with Wendy. Things started happening last night with the impending board meeting this morning. I was up at 3:00am so I could get some exercise in before it started. As always, emails were exchanged before, during, and after. The delay in going private is causing problems and we are trying to work around them. Afterwards, I went biking both for more exercise and to clear my head. Otherwise, it has been a great day of paperwork, pricing, and getting back to my regular schedule.

5/12/15

4:03pm DST - My Office, N.J.

I have made a big decision which is to send Kayla and Paulina to Chicago for a meeting with Plexus without me. They are meeting the buyer from Guadalajara there and also the local people. I will also schedule other calls for them to fill two days. I will still probably need to go back in July to get to the other customers myself, but this is a very good first trip for them. There is nothing like being on the "front lines," and Paulina is a veteran so I think Kayla will learn a lot.

Speaking of Kay, we just heard that she is back in San Francisco and will be there until late Sunday night. She is developing rapidly and the combination of her high intellect, quick wit, and well-handled, hot-blooded temper makes her perfect selling material, as long as this all can be molded into one person. All are important, including the temper, because no passion means no energy, and no energy means no need to excel. If she did not get upset, she would not care and would not be of use here. The trick is to channel emotion into productive energy, to use other people's negative input to create jet fuel that pushes you to succeed. It is a very complicated process with all areas having to go towards one unified, productive, successful person. Obviously it takes time, guidance, and the will to succeed, but she has all of that. So, I am happy to put in the time, accept the behavior that needs to be modified, all while realizing it is part of the process transforming her into the spectacular star well within her capabilities.

I have been doing more follow-ups from our trip last week, pricing, and other sales tasks. It is not always interesting but has to be done, and I have no problem devoting the time and thought necessary to do it.

Our trip to Ireland is approaching, and as always I will relax once we are wheels-up and flying. I am starting to get excited about going, I am not usually good at vacations since my mind rarely shuts off, but I am hoping for a good time.

Our flowers are looking awesome and I am enjoying them every time I look outside or go up and down our driveway. It is an immediate feeling of peace and Zen, and I love this time of year for their color, brightness, and overall joy.

5/13/15

2:50pm DST - My Office, N.J.

Yelena works in our shipping department. She is a Russian immigrant and knew almost no English when she came to us. The speed at which she learned our language is amazing, and her efficiency, dedication, and pleasantness is a joy to behold. She and her daughter are prime examples are why our country has excelled for so long and why immigration should not be curtailed.

I forgot to mention yesterday that I went to visit Norman Frish, Cliff's dad. He is at a local rehabilitation and old age care center which I have not been to since my grandfather Morris had died there about 20 years ago. Our founder was a prime example of the best of the best newcomers to our country. He started out with nothing coming from Romania, and did not know our language. Even with limited schooling he worked three jobs, became so fluent in English that people did not know he was not born here, started our company, had a family, owned his own house, and did us all proud. I still talk to him even though he has been gone a long time. I can feel his presence, which is often comforting when big things are happening and I need someone to listen.

Back to Norman, he has been at the facility for a few weeks. He is a diabetic, which I did not know until yesterday, and could be there for a while

longer. I was happy to see that his room was neat and clean, but I could not find him, so I left him the iced tea I brought and went on my way. He is a nice man and I hope he can go home soon.

More sales follow-ups and pricing today, I got one appointment for Paulina and Kayla and am working on more for when they go to Illinois.

5/14/15

4:47 PM DST - My Office, N.J.

The trouble started last night. The project to privatize in Malaysia has hit a huge snag and may be finished. We are having problems with some of the people involved, and as of this morning the deal looked dead. I got a call around noon our time, midnight in Malaysia, from David, the investment banker who offered to act as a mediator. I told him he could try to work it out, but I do not have a lot of hope that the deal can be salvaged. This means we will have to start over. That does, however, give us the advantage of knowing a lot more than we did two years ago starting out, so we should be able to do better. I sent an email to Ben to review, and if it's okay I will send it to David. It looks like it may not be a calm evening, which is fine, part of my job. I would rather go through with the plan we have now, but I am not willing to be taken advantage of. That, of course, is my point of view, and everyone involved has their own. It makes for an interesting time.

5/15/15

3:32pm DST - My Office, N.J.

I have either a cold or bad allergies. Of course, I always I prefer to think of it as the latter, so I will see how I am tomorrow. In the meantime, it has been a day of pricing, selling, and helping to design a new type of switch for a customer. The customer will decide what works and what doesn't, but it is a fun process. The arrangements for Ireland seem set, so now it is a question of packing and getting my food ready for Monday, and a haircut later today.

The new adhesive for the gasket we have been working on finally arrived at IJ Suzhou, so they will be running samples over the weekend. If they work, then we will have prototypes to the customer next week and if accepted can go back into mass production. I hired new people to do this job here, and since it is not running we have too much help. I hope we can get started again soon.

In the "Boston Bombing" trial, Dzhokhar Tsarnaev was sentenced to death. There was a major train crash in Philadelphia, and a lot of people got hurt and died. The Dow Jones Industrial Average closed at 18,254. Musician, BB King died - he was 89 years old.

5/16/15

6:51pm DST - My House, N.J.

Saturday Night

After another difficult night trying to sleep with the cold or allergies I have, I was up early and saw a notice from the banker in KL. He offered a

working plan on how to move forward and then I spoke with Ben. We are exactly 12 hours apart, and he was going to make some suggestions. We are nearing the deadline of the 18th on whether to move forward, so time is getting very short. I re-checked my email all day, because they often work very late, but nothing so far. Ben will probably be up soon so things will begin again.

Because of some early rain, I worked-out in our basement, which was fine since I did not feel great. I had tea with Uncle Dave, who is doing well. Then I spent the rest of the afternoon working in my garden, relaxing, and sleeping. My body feels better for the first time in a few days, and I hope it continues. Packing is almost done, hard to believe the trip we have been planning for so long is almost upon us. I spoke to Kay in California with Dan and Mike. She said it is going well but that it was going to be a long day. They have more tomorrow, then will pack up and come home on the red-eye flight. I am sure they will all be exhausted. Kay has been gone for more than two weeks. After she goes to Chicago next month I am pulling her off the road for most of the summer to recuperate, unless she gets bored, which I have a feeling she will.

5/17/15

2:34pm DST - My House, N.J.

I slept okay last night but woke up a lot. I checked my email early and saw a message from Ben. He had worked out the details for moving forward on going private in Malaysia. Elated, I emailed him back "good job" and let Mike know later this morning. I had breakfast and was out the door for my long ride before 9:00am, and the weather was perfect. I was back before 11:00am and I then washed down our porch to try and get rid of some of the pollen that was everywhere. After lunch I saw my brother. We caught up on various family events and as always he was fun to be with. I stopped by the store to get some supplies and I am home for the rest of the day. Wendy is packed for tomorrow, I am close, and am looking forward to being "wheels up."

5/18/15

6:56pm DST - Newark/Liberty Airport

On the Plane

Got some badly needed sleep last night and was up at my usual 4:15am. My basement exercises went well. I was going to watch the series finale of "Mad Men" but it ran too long for me to see the whole thing, so I will watch it when we return. My ride outside was pleasant, with a lot of sweat, and I was in the office before 9:00am, ready for the day. I spent the morning working on sales and getting the Illinois trip ready for Kayla and Paulina. Kayla, Dan and Mike landed this morning from California. The trip went well. They sold a lot of BuildTak products at the 3D printing show, made some great contacts for future business, and received positive feedback on the new spatula and flexible steel products.

After lunch it was more work in sales until I left for home, where Kayla was, looking very tired but glad the trip had gone well. I changed clothes and

then went on my inverter to stretch my back. Mike the Driver was early. We met Paula and Doug, our traveling companions and good friends in the lounge, and we are now all on the plane. No more word from Malaysia except that we will all see each other next month when I come out for the annual shareholders meeting.

I have been working on revisions for my book about sales, and updating it is taking a lot longer than I had figured. I have completed the highlights of going through all of my previous books circling dates and stories that I thought would be of interest for the future, and we plan to use them either via radio programs, podcasts, or whatever we come up with. I am not sure when we will get all of it done but I will continue working on it. As for my regular journal for 2014, that is edited, the basic cover design is done, and Rich is tweaking it so that we can get it finished and to galleys before printing. I would like to launch it late next month.

5/19/15

9:08am Ireland Time, 4:08am DST

Driving Towards Galway

I have never traveled with a doctor or a nurse before. Actually, I thought that the fact that I was a well traveled printer would be of more use to our friends Paula and Doug than the reverse, but that turned out not to be the case. To put it delicately, about halfway through the flight it became apparent that I was having a major problem peeing. In other words I wasn't able to, and I was beginning to panic. Not wanting to bother anyone, I kept it to myself until I was really uncomfortable, and then I woke up Doug and we had a conference about what to do. He counseled me to wait and try not to worry. I took his well seasoned advice, my panic subsided and sure enough, within an hour I was back to normal. Apparently I had dehydrated myself biking this morning and had not drunk enough to replace what I had sweated out.

By this time, the bulk of the flight was over. I think I got about an hour of sleep, but I did not care since everything was flowing again. We arrived early morning at Shannon Airport to a brief rain shower. The landscape was gorgeous, with multiple shades of green covering almost everything. We got through passport control and retrieved our baggage quickly, then were met by our able driver, Ed and off to find a local restaurant for breakfast. Happily, it was a hotel with good food and excellent bathrooms, always a huge plus for me, and we are now on our way to see the town of Limerick before going on to "the Cliffs". Now that my body seems to be functioning again, I am very happy and ready to see this beautiful country with our good friends.

At the moment, here in the van there is a political discussion going on between everyone but me regarding Irish independence and the sickening habit of the media to flame tension as opposed to going for peace and getting along. The discussion has now moved toward medicine. Ed's mother started family planning here about four decades ago, and one of his earliest memories was being thrown out of church because of his brave mother's actions.

5/19/15

10:19am Irish Time, 5:19am EST

We are just leaving Dromoland Castle. It is very big with gorgeous grounds, but way too spread out for my taste. My wonderful wife, however, may not be happy with the idea that we will never spend an extended stay at one of these places, another testament to her amazing ability to adapt to my unusual nature. The general consensus in the car is that she should travel with other people so that she can visit what she wants in the way she wants to do it. I heartily agree and am perfectly content to finance her excursions to wherever she wants to go, and I am happy to put this in writing. Meanwhile, Doug has informed me that the lake we are kayaking on tomorrow at the castle where we are staying is huge. I therefore suggested we carry provisions in case we get blown off course. Onward to Ennis and then towards "the Cliffs."

5/19/15

1:37pm Ireland Time, 8:37am DST

En Route to Ashford Castle

The Cliffs of Moher are famous for a very good reason. They are beautiful and mysterious in a very stark, foreboding, mystical way. It is no surprise that Irish music sounds as it does. The rock formations are huge, the Atlantic Ocean continually smashes into them, and the winds go from nothing to knocking you over in an instant. That, plus the continual climate change from clouds to rain to blue sky, with immediate shifts in temperature makes for a real adventure. The views were worth the visit, as I told my wife since it was her idea. After taking a lot of pictures and glad that none of us got blown off the cliff by an extreme gust of wind, we went to lunch.

It is normally my policy when traveling that I have someone local with me. This means not only less of a chance that I will get ripped off, but it is also safer. I get a much better picture of the local customs and culture and I find the best places to eat on my limited diet. Ed took us to a pub specializing in seafood and, like with breakfast, we invited him to eat with us. Not only was he interesting, but he was a great liaison to the people who ran the restaurant. This resulted, I believe, in us getting better, faster service. The food was excellent, I had smoked salmon, salad, and the last Turkey Burger I brought from home. I sampled the local water with ice and lemon and all combined to be an excellent repast. We are on our way to our hotel for tonight, and the girls now scream out the code word "paparazzi" whenever they want to stop and take photos.

5/19/15

3:45pm Ireland Time, 10:45am DST

En Route to Ashford Castle

I have been after the telecom company, Oracle for the past few years, ever since they took over our former customer Sun Microsystems and we lost their business. We saw two of their groups in California a few weeks ago and I then started a new quest to find additional potential buyers in their various locations.

I just got an email from their group in Massachusetts where we made some progress with two new people directly in our area. I responded immediately with a request to go see them at the end of this month. It will mean a whole day to drive up see them and drive back, but I will happily do it for the chance of getting business. Now the hard part, I have to wait for them to get back to us. If I don't hear anything we will send them sample-kits and then I will go after them again. Getting new customers is a combination of knowledge, capability, aggressiveness, intuition, luck, and dogged determination.

5/19/15

11:10 pm Irish Time, 6:10pm DST

Ashford Castle, County Mayo

This hotel/resort is amazing. It is a castle that was recently renovated with incredibly scenic grounds. I exercised after we arrived and we all met for dinner at 7:30 downstairs, which took about two hours. The food was elegant, and Wendy, Doug, and Paula loved it. I had a good time with the company. The food did not mean that much to me, and I was very glad to be there for the comradery and conversation. I did some work and I will soon be ready for sleep. I did get the appointment at Oracle with a chance at another, so I am very excited about that one day trip next Thursday. It is really beautiful here.

5/20/15

10:54pm Irish Time, 5:54pm DST

Ashford Castle, County Mayo

After a really good breakfast here in the hotel we went to the stables to go "falconing."

When I saw it listed in the activities on their website I was intrigued with no real thoughts about what would happen. We were greeted by our guide, Laura, a nice young woman still in school, who gave us some background about hawks and owls in general, and the specifics of the ones they had there. Originally falconing, as it was called, was created to help country farmers catch various types of small animals to help supplement their diets. With the advent of firearms and better weapons, the need for the hunting hawks decreased, but a sport emerged that has a small, loyal following in some parts of the world. The birds are trained on the reward system, have little loyalty to those who care for them, and simply work as hard as necessary to eat as easily as possible. Laura took us out on a walk in the nearby woods, where we got to see two of the amazing birds swoop down from the nearby trees as they went for food that we were holding on the thick gloves they provided. The idea was to grasp the food in your fist and hold out your arm so the hawk would then come in and land on your arm to eat. Their eyesight is amazing, their speed has been clocked at more than 200 miles an hour, and it was really fun watching them fly between the tree branches nearby. We all got to wear gloves and have the birds land on us, and it was very cool. After that, Laura took out a very large owl that had over a five-foot wingspan. He, too displayed his amazing

talents in finding food, while being incredibly majestic. They were perfectly safe to have on our arms, and all of us had a really good time.

After lunch, Wendy and Paula went for a walk into town and saw some of the areas shot for the movie "The Quiet Man," one of my favorites. The town has a lot of dedicated information about it, as well as lots of tourist-related items for sale. They then went for "High Tea," which meant various types of tea to drink with small sandwiches and pastries. They loved it.

Meanwhile, Doug and I hired a guide to take us kayaking. When I made the reservation I thought we were just going to paddle around ourselves in the local river, but that was not the case. Karen, a student, was our guide and as I struggled to get in my wet suit I remembered why I had stopped wearing them. Regardless, we started out and I also realized that I had forgotten how hard kayak paddling was. Nonetheless, I was committed and off we went.

The place we set-in was part of a huge lake that went all the way to Galway, which was a long way off. Karen set her sights on a nearby island and after paddling for a while and going through some choppy waters, which did make me a little uneasy, we stopped off at that location. Karen told us one of the former owners of Ashford Castle and the surrounding area had spent a fortune in the 1800's during the potato famine to plant one million trees. This not only replenished a lot of the forests that had been cut down for fuel, but also gave the people a chance to work. That owner is remembered very fondly. It was then back to dock and by the time we were finished I was really tired. Doug and I stopped for some refreshments and then we went back to the hotel. Dinner was in a different restaurant here in the castle, and was very pleasant and low key. We leave for Galway tomorrow and I am getting up early to exercise before we go. It has been a very lovely day.

By the way, I was fortunate and got the second appointment at Oracle, so I am very happy. I want to get up and back quickly from Massachusetts, and I am not sure if I will try and see anyone else. I was just up in that area last summer, and it is too soon to see those people again.

5/21/15

6:31pm Irish Time, 5:21pm Galway Time

The G Hotel, Galway

I was up early, did my band workout in my room, and then went for a delightful walk outside the castle in the bright, early morning sunshine. I walked along the river and then through the gardens listening to a Jean Shepherd program and then music. It was calm, peaceful, and wonderful. We were picked up by John, the same driver I had last time I was in Ireland, who was so helpful in getting my flight home earlier than planned. We set off on a cross country excursion to see the sights, but unfortunately most were un-seeable because of the rain and fog. We eventually ended up here in the mid-afternoon for a wonderful lunch, and then set out on a trek through the city to find some fresh fruit. Finally successful (it was much harder than I had planned) we are now back here.

Unfortunately, with all of the standing and slow walking my back and sciatica are starting to hurt a lot, so I will do some more stretching before dinner and hope that a really, really hot bath will help later. I have been in touch with the office. They are doing a great job, which is helping a lot to keep my focus on vacationing instead of work, but since I love my job that is never entirely possible. I would not want it even if it was. I am starting to get antsy about getting back and we still have until Sunday before we leave, so I will try and stay centered on all of us having the best time possible. By the way, I think the others are having a great time, so that in itself is creating positive vibes to keep me going. I know it sounds like I am trying too hard to relax, but as I said it is not in my nature. I know it is important to do, so I will keep on it.

5/22/15

11:57pm Irish Time, 6:57pm DST

The Shelbourne Hotel, Dublin

We were on our way from Galway by 10:10 this morning and stopped by a castle on the way here. Like many, it had a very long, storied past filled with violence, changing of leadership, and conflict. We got to Dublin just in time for Wendy and Doug to go on the Jameson Whisky tour. Paula and I came here, checked in, and went for a light lunch at a local shop that served custom-made salads, which was perfect for both of us. Paula and I have a lot in common, including no alcohol and lots of dietary restrictions. We took our food to the local park across from the hotel and it was a beautiful afternoon filled with school kids who were finished for the week and lots of others enjoying the pleasant, sunny weather.

We met up with Doug and Wendy a little later. They had a great time on the tour and bought bottles of Whisky to bring home as presents. After a rest we left for the evening's activity which was to go to a dinner theatre outside of the city. Right before we left I got a call from Irene. My dad and mom received advice from a friend that they should move to a nearby residence where they could get assisted care. They agreed and Irene was going to take them next weekend. She said my dad looked horrible and was highly concerned that he would not last much longer. I told her I would call her back tomorrow so that we could discuss it more, and later that night Ira texted me also. We all need to talk soon so that we can agree about what we should suggest to my parents.

It took us about 40 minutes to get to the dinner theatre but it was well worth the trip. Right after we got our food the show started with a band singing mostly old Irish tunes, which we joined along with when we knew the words. Midway through there was Irish dancing and then more music. With the phone call and text from my siblings on my mind I could feel my grandfather's presence in the room, it was if he was saying that my dad's time might be nearing, but he has escaped death so many times before that I would not be surprised if he rallied again.

It was wonderful evening and a lot of fun for all of us. The music was good and the spirit of the crowd was overwhelmingly positive. Ironically

enough, we were sitting at a table with three people from Iowa and we traded stories about one of my favorite movies, "Field of Dreams," which was filmed there. The man in charge of the operation there got us a taxi and we were in it by 10:00pm. It was piloted by Joe, an excellent driver and very pleasant man. We were back here before 10:30 and I hope to be asleep soon.

5/23/15

12:57pm Irish Time, 7:57am DST

Dublin

I was up at 5:00am, did my stretching workout in the room, which my back needed, and then it was off for four loops around the garden across the street from our hotel. It was then off to a pleasant breakfast with Wendy, Paula, and Doug, and we then split up. They had a full day of activities at locations roughly close together, so they wanted to walk. I got John the Driver and we were off to find the harbor, ocean, and boats.

I had nothing specifically planned. Little did I know that John was a sailor and belonged to the Royal Irish Yacht Club, which meant that he not only knew a lot about sailing, but he took me into the clubhouse and onto the area where the boats were docked. They were beautiful and I loved looking at them. He also showed me where a ferry operation to Whales had been almost bankrupted because of the economic downturn here eight years ago and the resulting drop off in traffic. Housing prices also plunged about 50 percent and are just now coming back. He then took us to see the Martello Tower, the subject of a book by James Joyce. John admitted to me that although they do have an annual James Joyce Festival here in honor of the author, he did not particularly like his writing. We did a lot of walking, which was great since I will be on a long plane ride tomorrow.

We are now in the town of Dalkey, which is gorgeous and has lots of beautiful shops and houses. The weather is perfect and I hope it stays that way, I am down to wearing one long sleeved tee shirt.

5/23/15

2:40pm Irish Time, 9:40am DST

Going Towards Dublin

John took me to the Powerscourt Gardens which were magnificent. The various owners, all who must have had a lot of money, put in various types of ornate floral areas. One was like Versailles, another like those in Japan, as well as other classic "Wall" gardens. I even took pictures. Before we went in I spoke with my sister regarding my parents. She and I are in agreement that we should do what my parents want, including helping them to move immediately, but only if both want it. It seems probable now that my mom will outlive my dad. I will talk with Ira so that we are all on the same page. This is not going to be a joyous road for them or us. If past experience with Bunny and Jeff is any indication, there will be major changes coming. But again, we are talking about my Dad and he can never be counted out.

5/23/15

2:56 pm Irish Time, 9:56M DST

Passing through the local town next to Powerscourt Gardens, John mentioned there was a “darts and food fair.” Intrigued by the darts, I said “let’s stop.” In getting out of the car he said “arts,” not “darts,” but since we were already stopped I decided to check it out. The arts part did not appeal to either of us, nor did the food, so we went back on the road after ten minutes. Onward to a supermarket.

5/23/15

6:28pm Irish Time, 1:28pm DST

The Shelbourne Hotel

The supermarket, as always in another country, was interesting. I bought some provisions for tonight and the way home, and I am now ready in that area. After having a major snack and shower and feeling refreshed, I did some work and then took a nap which was pleasantly interrupted once by Wendy. Everyone was home from their adventure, which went well.

After going back to sleep, I got a text from my brother saying that he had seen my parents and things were not good. Obviously I could not just leave that alone, so I tried to call him with no reply so far. I just tried him again, he answered and will call me back later. From the quick phone call it sounded like my parents are unsure about moving, which is fine with me for the short term, as Irene and I agreed it is up to them. More to come I am sure, but this is not going to be an easy road.

5/24/15

6:56am DST - In Flight

Dinner last night was excellent. Our friends are wonderful traveling companions, and we were back to the hotel by 11:00pm. I was up early to work out in the room and we were on our way to the airport by 6:15 via John the Driver. The airport check-in process went well, and we are now all looking forward to getting home.

Regarding business, my dreams for the future have not changed significantly over the past month. Now that we are secure and moving forward on going private in Malaysia, the main questions are how fast it can happen and if I can be of any use in the process. I will know more about that when I am back there next month. Obviously, the faster the better, because once Ben and I are back solely in command we will have various options and I want to get to that space as quickly as possible. When that is will also dictate our options, but I still have hope that we will be private by October first and then can move on. I still want to expand our plant here in New Jersey, hopefully in full operation by the end of 2016. I want it to have every possible piece of equipment we could want and plenty of room to grow at least double in size over the next five years. I also still want a plant in Mexico, hopefully in our own building there, about the size of what we are now in Maplewood. At full strength, in

five years I see our operations in North America and Europe at 100 people, and that would be awesome.

5/25/15

3:23pm DST - Our Porch in N.J.

We landed on schedule late yesterday morning after a very good flight and were home by 12:30. I did some unpacking then went biking, it was warm and very nice riding weather, I had a great time. The rest of the evening was spent relaxing and going to sleep early.

I woke up a few times but got about nine-and-a-half hours of sleep in total, which I definitely needed. I was up early, as was Wendy, and after breakfast I went on my long bike ride. Feeling the effects of allergies and jet lag I was tired and my body hurt, but I got through it and felt much better for it. After a badly needed shower, it was warm again outside, I went to the office, caught up for a while, and then came back home. I don't have a lot of energy to do anything, so I will stay out here for a while and do some editing on my book on selling, which has to be finished soon. Then we are going to Barb and Cliff's for dinner. It is wonderful to be home.

5/27/15

3:00pm DST - My Office, N.J.

Both yesterday and today were spent pricing and getting ready for my one day trip to Massachusetts tomorrow. Kayla and I have been working on my book about sales and she is learning how to do the artwork. When completed we will just need a design for the cover to go ahead. We may or may not have one more interview before deciding to finish. Since she is involved and her name will be on it, it will be a great thing for her to give out to potential and current customers. I met with our former intern, Jake today. He just graduated from Columbia with a degree in Electrical Engineering. He is in line for a very good starting job and wants to start his own business as soon as possible. I agreed with his path and offered our help for the future. I got a call from my sister that my mom is in the nearby Hospital Emergency Room. I will check in on her when I finish with traction and the chiropractor, no word on what is wrong yet.

5/28/15

6:46am DST - En Route to Massachusetts

The chiropractor was wonderful. It had been two weeks and the adjustment, electric stem, and traction felt great. From there it was off to the Hospital where I was directed into my mom's room. My brother and sister were already there, and after about an hour we got the wonderful news that she was okay and could go home.

My sister then left, and while we were waiting for the paperwork to release her she and I got a chance to talk alone. She did not want to move from their apartment. She was content to wait until my dad passes, she felt it would

not be that long, and she would be happy to live there alone for as long as possible. She also wanted full-time help. My father might have to be convinced that not only that they should not move, but also to get full time help. My siblings and I are centered more on my mom's needs at this point than my dad's, and if we have to band together to convince him of what needs to be done for the best interest of mom then we shall do so. He is looking worse all the time, and there is nothing left that can be done except to make him as comfortable as possible, and that doesn't include moving them to a new location, which would be incredibly stressful and disruptive even if we handled everything. He has never been willing to give up and accept what is coming. I admire him for his force of will and desire to continue living but what is best for him is not necessarily best for my mom and some tough choices are coming and probably soon.

I know that when we have this conversation, he will most probably look at me and say what he has been telling all of us for the last 50 years, which is to wait until it is our turn and see how we react. I used to think that he was right and I would come around to his point of view, but over time I have learned that he and I look at life, our places within it, and our relationships with others very differently, and I no longer take that into consideration. I can only deal with what his in front of me, tempered by my past and modified by what I think will be in the future.

5/28/15

3:00pm DST - En Route Home from Massachusetts

We were at the customer's location with plenty of time to spare and the two sets of calls went well. There is a chance for new business but first we have to prove that we can match their colors, so we will begin that process tomorrow. It will take months to see the real outcome from today, but I am very glad we went. If there is no traffic Mike should have us home within 40 minutes and I then plan to go biking if I'm not stopped by the threat of thunderstorms. I called my parents before. I wanted to check on my mom but my dad said she was sleeping, so hopefully she will call me later.

5/29/15

8:20pm DST - My House, N.J.

Once again I did not sleep well because of a combination of allergies and a cold, and as expected, getting up after the tough but good trip yesterday to work-out was not the most pleasant experience. Since there was no choice I did it and it was better towards the end. I caught up at work and also spent the day pricing and working on new products. One of our employees unexpectedly quit today with no notice. It is rare that anyone leaves this way, most of the time they either retire or we have to let them go, which also does not happen a lot. I try and make our company a fantastic place to work, a sanctuary from the rest of the world, and most people agree.

It was good to see Kay, and we are starting to work very effectively as a sales team. She is growing in confidence and ability. She has started talking

about making her first sales trip to go after new customers that she will find in California and Oregon. I told her that if she can get the appointments than I will be happy to send her, and once she can open new accounts she can go anywhere in the world. Also, by the way, work for anyone.

I took Yelena with me to the chiropractor today. Her back is as bad as mine was and nothing else has helped her. She spoke to Dr. Capriglione while I was being treated and she will start on Monday. I feel very confident that if anyone can help her, he can.

My priorities now are to finish my book on sales so Kay can do the final edit and put the book together, and then I will get my next trip to Asia and the Chicago area booked and all of the details settled.

5/30/15

3/06pm DST - My House, N.J.

On Our Porch

I slept better last night but needed to re-do my cough medicine at 4:00am. While doing this enabled me to get back to sleep, I unintentionally violated one of the primary rules of biking. The dictate states that you do not go outside in hot weather and do heavy exercise after you have had night time cough medicine that is still in effect. The lethargic feeling of reduced energy and sharpness of mind stayed with me throughout the trip and although it did not affect my safety, and it did mean I had to use a much larger quantity of energy, than normal to get through the ride.

Once happily done, I had a shower and lunch and have been relaxing with Wendy until I came out here to read and do some editing. Normally on Fridays, Saturdays, and Sundays I read a few pages from the Old Testament. When I am on the road I usually increase that to include the New Testament and the Koran, but I wanted something different for home and I just downloaded a few book samples from Amazon to see what was available. I like reading about different points of view and find it healthy to consider what they are saying and if it can have a positive impact on me. Now it is back to my book on sales, I need to get through the final edit so that Kay can start her work on it and we can launch in August.

JUNE

6/1/15

10:26am DST - My House, N.J.

I rode again yesterday and then worked more on my book about selling. Kay was over in the afternoon and we went to the plant store. She and the boys bought me some lilac and rose bushes for Father's Day and my birthday, which was awesome. Afterwards Wendy, Kay, and I had dinner together, which was pleasant and calm. I slept pretty well, even though I had the specter of a coming endoscopy hanging over my head, and I was up early to exercise in our basement. Wendy took me over. Once processed, as I lay on the gurney ready to be wheeled in, I realized how naked I was without my wallet and cell phone. I was then wheeled into the room for the procedure, and the wonderful Dr. Jon Green, my friend Doug's brother, was there, as well as the nurse and anesthesiologist.

I suffer from "White Coat Syndrome," which means I get very nervous around medical people. My pulse rate zoomed upward, but since I knew this would happen it did not cause me undue concern. The whole thing took less than 30 minutes and the preliminary results were good, but I need to keep taking the anti-reflux medicine I have been on. I will make an appointment for a follow-up in about two weeks to check the test samples they took. It was great to get home and after a large breakfast I was working and editing. I feel pretty good but the slight effects of the anesthetic are apparent, so I won't do anything too crazy today. It is raining and a good day to plant so this afternoon I plan to put in the flowers and bushes we bought yesterday.

6/1/15

4:55pm DST - My House, N.J.

The new Lilac and Rose bushes I planted look good, but the real test will be how they are doing next spring. I took a nap - I did not really have a choice - and then continued editing. Uncle Dave called me last night. He can't bike ride anymore because it hurts his hip too much. I will go forward on my own. I hope he feels better soon.

6/2/15

4:10pm DST - My Office, N.J.

It was raining this morning so I worked-out inside. The rain is good for my plants and really good for the new stuff I planted yesterday. We have an election here in New Jersey today. I normally vote early but traffic was crazy, so I will leave soon to do it before dinner. I believe that the right to vote is sacred and urge all of my people to do it even when it takes company time.

I spent the day working on pricing and also my new book, which is going through one final proofread. Kayla is putting it together into Galleys and then it will be ready for press. Once this is done we will finish the one on sales and then figure out what to do with the one on Dating and Relationships. I was trying to find a limousine service for a wedding we are going to in Brooklyn in a few weeks. The first four companies I emailed ignored me, the next two were not good, and so I finally went back to one I used years ago. They seem as competent as before, I should have started with them. We are waiting to hear if we have the go ahead for a big piece of business we have been working on for the company in California. If they accept our last group of samples then we are ready for mass production.

I am working on my next trip to Asia, setting up sales calls with our people in Bangkok Penang, and Malaysia before our stock holders meeting in Kuala Lumpur.

There is a big scandal in World Cup Soccer. The president of FIFA just resigned and there are indictments because of bribery. Vice Present Joe Biden's son, Beau died of brain cancer a few days ago. It is very sad when anyone's child passes. As time has gone on I have grown to like Mr. Biden. His belief in America and his positive nature are true attributes for our country and regardless of his political leanings he seems like a good, honest man who says what he thinks. Bruce Jenner is now Caitlyn Jenner, my only comment is that I normally would have felt badly for him and his family for the immense amount of public scrutiny this created, but since that is exactly what they all wanted I hope they are content.

6/4/15

3:52pm DST - My Office, N.J.

Yesterday, more of the same - getting Kay ready for her sales calls with Paulina next week in Chicago. We have been doing dry-runs for her sales presentation and the last one was excellent, so she is prepared. I also have been working on my next trip which will start in Bangkok in a few weeks. I'll be making sales calls with Allan and the IJX rep and then with the IJX rep in Penang, Malaysia before going to KL. Kay has also been working on follow-ups for all of our domestic contacts, which means hundreds of sample-kits going out between us over the next two months. It doesn't sound glamorous like jetting all over the world, but in order to do the traveling correctly and efficiently we have to do the other things before and after.

There are now 15 various candidates running for president, with more coming, which means the debates and primary campaigns will be a circus. I think it is going to be a lot of fun to watch.

6/5/15

3:53pm DST - My Office, N.J.

Today was dedicated to getting appointments in place for my next trip to the Chicago area in July. I have probably left messages with about 50 people,

so far I have one appointment. So much for the un-glamorous part of sales. Lots of paperwork and follow-up to make the trips efficient and worth the cost. I have a lot more people to go after, I hope to have the two days filled by the end of next week. My son Alex is getting ready to go after a new job. His free-lancing has gone well but it is time for the next level. I saw some of his recent sketches and I believe he is ready.

6/6/15

3:37pm - Our House, N.J.

On Our Porch

I was up early and biked my long route, but noticed a problem with one of the gears. So, I stopped by the bike shop where they fixed it, adjusted a few other things, and switched out some equipment so I was once again in fine shape going home. After a quick lunch I went to go have tea with Uncle Dave since he can't ride anymore. It was an invigorating conversation about business, sales, and family, and afterwards it was back here to do more editing, some planting, and more eating. The ride took more out of me than I thought so I will try and take a quick nap before we go out to dinner with Barb and Cliff. I have been thinking about my dad. His behavior is becoming more difficult and he is down to 125 pounds. I have counted him out before, but won't make that assumption again.

6/7/15

4:11pm DST - My House, N.J.

I woke up early but my right side was hurting, so instead of the long bike route I worked out in my basement, had some fruit, and then went on one of my shorter bike routes. I decided to stop at a Revolutionary War cemetery that was close by. The headstones that I saw ranged from the early 1800's up until today and I always find it fascinating going through on a quick tour.

Once home, I heard from my brother that he thought lunch was going to be very difficult with my dad and I should prepare myself. I told him thanks for the warning, but before I left I remembered I had promised Wendy to take the last of Bunny's clothes to a donation box. The act of placing them in my car and remembering how fantastic she was helped to drain away any potential problems with my father that could occur. Once I got to my parents' and we started lunch it was a reasonably pleasant time, and during a walk with Ira after we left, we both commented that it went better than we thought it would. It was on the ride back that I realized maybe God had granted me one last time with him that was pleasant, and this would be what I would remember if he indeed does not make it through the next three weeks while I'm away. It was a sobering thought, and if his life will end soon, this was the best possible way to say goodbye.

On the way back I stopped by for some provisions and then donated Bunny's clothes. Once home it was back to editing my new book. As usual, at this point in the process I am sick of it and wondering if anyone will find it worth

reading. I am done for the night and will start making dinner soon. I heard from Kay, she is in the midst of getting the rental car in Chicago and will call us later. I hope she is having a good time. The next two days of sales calls for her and Paulina are very important for her development and I hope they go well.

6/8/15

4:00pm DST - My Office, N.J.

Kayla and Paulina went to visit one of our press equipment manufacturers, located in Chicago. Although it wasn't a sales call, it was her first time as the lead on a meeting without me. I got an email shortly thereafter from the owner telling me how good she was and that if she ever moved to Chicago he would hire her. This was very welcome news. Then I spoke to her, and both she and Paulina sounded very upbeat and ready for her first sales call, which should be over by now. I have not heard anything yet. This is extremely critical in her career because if the calls over the next few days go well, it means she has the "right stuff" to make a good salesman. Meanwhile, I have spent the day working on getting calls ready for my trip to the Chicago area next month and so far things are looking okay. By Friday I hope to have most of it done.

Mike and Dan are back from Australia and we are now working on the next BuildTak product, which is a flexible steel plate. As is normal, we are having some engineering issues, but we hope to have them settled within a few weeks. The U.S. stock market has been going down. I don't know if some of the huge investors have knowledge I don't, or if they are simply taking profits.

6/9/15

3:28pm DST - My Office, N.J.

I just heard from Kay and Paulina. They are done with their calls and they did great! I am incredibly happy that not only did they survive them but thrived, and both seem ready to do it again, especially as a team. We have entered into a new age, we have more salesmen now and can split into different locations and directions all over the world. The fact that Kay can do this means she is well worth the training and I will be happy to put in the time to get her to continually higher levels in the future. I am not saying she is perfect, I am saying she is incredibly great raw material, and we will develop her as best we can, at the best rate for her. My trips for Asia are set, as are my hotels, flights, and drivers for Chicago. We have gotten a lot accomplished today.

6/10/15

9:21pm DST - My House, N.J.

Kayla was back in the office this morning looking tired but happy. I finished proofreading my new book, Kay is now finishing the galleys and we hope to be on press by early July.

I had lunch with Elana today and suggested she try and sell a television program of multiple short installments showing the pathways that divorced women travel once they are alone. This would go from financial implications

to living situations to dating and also getting along with their ex-husbands. She is considering my idea, and I can do no more than suggest it.

I am working out the sales calls with Allan from IJX and our reps in Bangkok and Penang. I am scheduled to arrive in Bangkok late morning next Wednesday and our first call together is that afternoon. I was at the chiropractor today, almost everything done there feels good and the results are excellent, so I will keep going. I started the final edit on my book about sales. I hope to be done by the end of the month. Once finished I can move onto my next writing project, which is probably going to be a calendar about relationships based on "How to Find and Keep a Suitable Woman, or Shut-Up I Know What Is Best For You." I am excited about doing it.

6/11/15

3:07pm DST - My Office, N.J.

One of the advantages of not selling my books but giving them away means I can say things that most people can't. Here is the "Author's Note" from my book about how to sell:

I referred to salesmen in the masculine form throughout this book. In fact, I made no effort to be politically correct in any way. If that bothers you then stop reading right away, since you probably won't like what I say. My point of view is taken from my real life adventures, including numerous failures, some triumphs, and building a worldwide group of companies with more than 190 employees. It is not clouded by theory or what others think should be real. If you want reality then read on. If you want, however, to be coddled and told what you are doing now is correct, then I would suggest you recycle this book and save everyone time. I give you my road to freedom, independence, and wealth, and whether you travel it is your decision.

Biking early in the morning at this time of year is a joy. I get to be by myself, smell the wonderful fragrance's of early summer, do not need heavy clothes against the cold, get to sweat a lot so I can worry less about my weight, and also pass by a local stream and look for fish. It is truly a zen experience and I continually love the journey. It also gives me a time to reflect on my life, the world surrounding me, and the great majority of the time, how thankful I am for the life I have, the people in it, and the chances I get to go for my dreams.

Afterwards, I got to the office, gave warnings to two of my guys, one for not being on time and the other for being unproductive, then moved on to a problem in Europe. Things finally went back to being positive by late morning. Part of my job is fixing trouble and the faster and better I do it, the less I have to spend on it. Kayla and I are working on going through our database and finding all of the people who have changed jobs. I will go after them, as this demographic is often a fertile area for new customers. Kayla will go after everyone who has not gotten an updated sample-kit since 2013. It is going to take a while, but again, all part of the process.

6/12/15

4:56pm DST - My Office, N.J.

Great news!!! My endoscopy test came back and I am fine. I am always worried about Esophageal Cancer because my dad has it. I am clear so far. I don't need to be tested again for three years. That news came after my work-out, and feeling elated I got to the office and spent the day doing various marketing and pricing. I emailed the people we interviewed for my sales book telling them they would have a finished proof by the end of July so they could check it before going to press. I have my deadline, I have been working on it, and will continue with the necessary speed. It has been a very good day and I am looking forward to going home.

6/14/15

12:52pm DST - My House, N.J.

After a long ride yesterday in the hot sun, which felt great, the rest of the afternoon was spent resting and getting ready for the wedding last night. It was for the daughter of one of Wendy's tennis buddies. They are very nice people. The ceremony took place in a warehouse in Brooklyn, New York that had been converted into a top grade catering facility. The best part was that it was on the water and the wedding vows took place outside. We were next to the bay with the Statue of Liberty to our left and the Freedom Tower to our right.

The couple looked blissfully happy, as did everyone involved. It was a very pleasant service and once done the cocktail hour went into full swing with amazing food and lots to drink. It was here that I miscalculated. I figured that with all of my food restrictions there would be nothing for me to eat, so I ate before we left. I was wrong and a little disappointed I had filled up before I went, but I still made room for a wide variety of very tasty samplings. As I said the alcohol was flowing and since I don't indulge it gave me the chance to see people as they did, and as always, it was very interesting to watch them as they progressed from sober to mildly tipsy to some too much. Regardless, we had a great time. I remembered to bring my earplugs which meant the music was at a comfortable level for me, and all during dinner we kept going outside to see the dusk fall over Miss Liberty and Manhattan. It was a beautiful, warm, clear, perfect night for a wedding, and the scenery could not have been better. After bidding our hosts thanks and telling them what a great party it was, we were back home at about midnight.

I was up before 8:00am and on my bike by 9:00. Again, a very pleasant, warm ride. When I got back I watered most of our garden and did a little weed plucking. Kayla and Alex are due any minute. We are celebrating Father's Day a week early since I will be away.

Authorities have still not found the two prisoners who escaped from a New York State maximum security prison. There are a lot of people looking for them.

6/15/15

6:42pm DST - JFK Airport Queens, N.Y.

Virgin Atlantic Lounge

I awoke to a very wet weather situation, which was expected since I checked the forecast last night, and so I exercised inside. One of my early morning emails was from Ben telling me that the oil and gas company who wanted to take over Ideal Jacobs (Malaysia) and make us a private company was not going to have a good year, and would be 30 percent below their profit projections. This meant that they would not have enough revenue to be cleared to take us over in 2015. This left us two options, which were to either wait until 2016 and hope they did better or start over again, which meant two years of lost work. Obviously this was not a good email, and both Ben and I were quite upset, but after some time of reflection, less than an hour, we both realized that this was probably a move of fate and that something better would probably come along if we remained open to it. We both resolved to do so. It is good that I will be there next week so that we can go over the options in person.

Once my head was clear and my workout was finished, I went to the office to finish my preparations for the trip and did some more marketing with Kayla before we went out to lunch. It was then home to get ready to leave and spend some time with Wendy, which was very pleasant, but it is always hard leaving her. There have been a lot of thunderstorms in the area, and getting from New Jersey to New York was a bit challenging. Mike the Driver, as always, was up to the task. I gave myself three hours to get here when it usually takes less than 90 minutes, but I was very happy to be here in two hours. I got through security without a problem and this lounge is awesome. I have a huge amount of paperwork to do while on this trip.

6/16/15

10:59 am German Time, 4:59am DST

Frankfurt, Lufthansa Lounge

The flight over here was excellent and on time. There is more talk about an oil glut on the world markets, which means even worse news for the oil and gas company trying to take us over in Malaysia. The next two weeks should prove very interesting as to our future there. Elsewhere in the world, the Prime minister of Greece has decreed that the European Union has to come to them with a new proposal to avoid them defaulting and leaving the EU. As far as I can see, global markets have already discounted this and their actual default and departure will not do much more damage. The advantage would be that other countries would see that the EU can't be pushed too far, and they may fall in line where more austerity is needed. The attitude of the Greek government is that they are the victim, when in reality they are the ones who are not fulfilling their financial obligations and blaming their ineffectual economy on the rest of Europe. Where does this leave the rest of the EU if they do leave? I believe that Greece will leave and go back to the Drachma. Their currency will be devalued by at least 50 percent and their economy will stay in shambles.

That devaluation, however, should make them a new place for investment, especially for tourism, so in the long run it will probably be to their benefit. Of course, their citizens who have resolved to do the right thing by having savings and other hard assets will get destroyed, and their life savings will suddenly be cut by half or more. Therefore, in the end, those who did "the right thing" will lose, and those who bled the government for everything will be fine. It is a sad lesson on how socialism will destroy everything good in its path.

6/17/15 2:37am Singapore Time

6/16/15 2:37pm DST

In Flight

We are scheduled to arrive at about 6:50am local time. I got some sleep on the first leg to Germany and more this time so that I should be tired but functional later for the sales call in Bangkok. As far as I know we only have one this afternoon. Singapore Air is a really good airline. I have flown them before and I recommend them. I had internet service for part of this trip but lost it, which is too bad because I could have landed up to date. Maybe it will come back soon. For now, I will go back to editing. It is quiet and peaceful around me, everyone else seems asleep - a very pleasant situation.

6/17/15

8:31am Singapore Time, 6/16/15 8:31pm DST

The flight in was excellent, as was the lounge. I called Wendy, and she is doing well. It rained again in N.J., so our garden should be well watered for the short-term future. I plan to be at the gate for my flight to Bangkok as soon as they open it. There was a security check-in, which meant I had to throw out my two bottles of water. Oh well, I tried to be prepared for Bangkok. I will get more later.

6/18/15 7:21am

6/17/15 7:21pm

Bangkok, Thailand - On Our Way to Patsumpsani

The flight here was excellent. At the airport I met up with Allan from IJX and Yui, the IJX employee in Thailand. It was hot and humid but not really bad, and we went on our way to our first call. We spoke in the car about life and sales as we got to the customer, and I changed into my "work clothes" in transit. I was afraid to do so beforehand because I would get too sweaty. The first and second sales call, yes there were two, went well. All were surprised that I was there. They are not used to seeing a company's president, which I tried to use to our advantage. If the CEO is interested enough to come to see them then they feel important, which they are, and that was my goal.

By that time I could barely keep my eyes open and they dropped me off at my hotel. Once checked in I did my band work out in between emailing and texting. I eventually got downstairs for an excellent dinner. I was asleep by 9:30 and had to drag myself up at 3:00am so I could do my band workout

again. Then it was up to the gym for the treadmill and stationary bicycle. As always, I felt much better after exercising and having an excellent breakfast. Aside from not being able to call the U.S. on my cell phone (something was wrong with the network) everything was fine. We have about an hour to go to get to our first customer so I will try Wendy again later.

6/18/15

3:59pm Thai Time 4:59am DST

Intercontinental Hotel Bangkok

After texting back and forth, Wendy had the great idea to contact me using FaceTime, which worked great, and we had a quick chat on our way to our first customer. Yui, Allan, and I got to Sanmina early. We had a good meeting with two of their people. We do a lot of business with them worldwide. From there it was onto Fabrinet, where we saw three additional buyers. One of the reasons I am here is to use my experience to help both Allan and Yui, and to demonstrate how I handle various situations. Most of the buyers we see are aggressive, sure of themselves, and knowledgeable. When one of them was talking about the prices from IJX and complaining about how they were sometimes too high, Allan protested that our margins there were low. I pushed back and said that I did not want business where we did not make money, and the buyer was surprised. They are not used to being challenged in anything they say or want, so it is good that it happens once in a while when I am there. Having a lot of confidence, as I do, shows through and gives extra support to Allan and Yui. Regardless, the meetings went well and there is more business to be had there.

After that we stopped for lunch. Yui and Allan had Thai food, and I ate my last two sandwiches from home with some muffins. Then we wandered through the air-conditioned mall where the restaurant was located because it was too hot for me to sit there. It was about 88 degrees Fahrenheit plus humidity, which did not seem to affect my compatriots but did affect me.

From there it was on to Benchmark, another current customer, to see a senior sourcing manager who I last saw about five years ago. He was much more seasoned than last time and was obviously competent, which was nice to see. We talked about doing more business, but it will be up to IJX to be price-competitive against the supplier that they have now. There is only so much help I can give knowing the people in senior management across our customer base. When it comes down to it, we have to be able to use the best weapons we have, which are good quality and delivery, speed of production, ease of doing business, and environmental advocacy. We are competitive on price but not the lowest, so it comes down to what the customer wants and that is based on the corporate culture where they work.

I think it took about an hour to get back here, but since I fell asleep on the way I am not exactly sure. Yui and Allan have dinner with a customer tonight and do not need me, so after I get back and have a snack I will go up to the gym and try to work out for a while before dinner.

6/19/15 6:39am Thai Time

6/18/15 7:39pm DST

Intercontinental Hotel, Bangkok

I was in the gym early again this morning. I had a problem there yesterday because the attendant did not speak English and I wanted it quiet while working out, I was the only one in there. It took three phone calls to the main desk and asking for a supervisor, but it was finally done. Fearing the same again this morning I used an online translator so that I could ask the attendant in Thai to turn down the music. As usual, since I was concerned, it was not a problem because music was already off and I exercised in peace.

I have been monitoring the world regarding where I think the main problems will be, and as I have figured in the past, a reduction in clean water supplies is becoming a major concern around the world. The proposal we put in to the Malaysian government to help save billions of gallons went nowhere, but I have to think there must be a situation somewhere where we can be involved.

We have been trying to finalize our production on the hardest job we have ever attempted. It is a specialized product for genetic testing for a company in California and it involves multiple adhesives, printed colors, and near perfection for the assembly. That does not mean we don't like it, but it is a challenge and every time we think we have it nailed down something else happens. As you can guess, that just occurred again when I heard from their head of engineering. We had not been getting formal feedback on our last four shipments, but were told informally that we were fine. Suddenly, we are not. I have copied our team in the U.S. so that as soon as we can get more data on where the problems are we can put in more quality checks to ensure a lower rejection rate. It is frustrating, but again, that is okay. We will keep working on it until we get it up to their satisfaction.

6/19/15

2:31pm Thai Time, 3:31am DST

Leamchaband

A combination of lack of sleep and jet lag has me falling asleep whenever I sit down, which is a little embarrassing when we are in a waiting room, but so far I have not done it in any meetings. The temperature is about 90 degrees Fahrenheit with high humidity and just walking in and out of buildings creates a sweaty situation. Yui and Allan don't seem to be affected by the conditions. The first call was to a company called Polycom that has a design group in Texas, and the nice man there sent me the main designer's contact information. I will go after him when I get back to the States. The next company was Kimball Electronics, and by this time Yui, Allan, and I had fallen into a sales call groove regarding what each of us said, depending on the English level of the people we were with. The call again went well with the chance for more business.

Afterwards we moved immediately to Celestica where we saw two buyers, one of whom I had met before. They mentioned that they did a lot of business with Cisco and we should try and become an approved supplier for them.

I could not have agreed more, and have been trying to do so for 30 years, so far unsuccessfully. I mentioned that I might have to leave it to Kayla to break them. Sometimes you need fresh blood to go after an old target, and she might be the answer.

By the way, my books have had an excellent branding effect here in Asia. I look forward to getting customer lists from all of our people worldwide so that I can sign them for their contacts.

Lunch was at a local mall, which was good because the food was okay and it was air conditioned. It was then back to Celestica where we met three designers who were already giving us work, and after today they will hopefully consider us for more. Since we were able to see two of our appointments earlier than planned we are now done and heading back to Bangkok. Our calls here in Thailand are completed and I gave Yui my 3D printing samples, except for the spatula, so she would have more products to show. Designers, engineers, and buyers are often people who take in information tactilely, and if you can give them something to touch the impression is much stronger and lasts a lot longer.

6/19/15

5:21pm Thai Time, 6:21am DST

Intercontinental Hotel, Bangkok

It was good that we got out of Celestica when we did because we reached Bangkok just as people were leaving for the weekend and got here in good time. On the way there I followed up with a customer in Texas, who amazingly was up very early, regarding the spoilage rate on a big piece of business IJX has been working on. Things are looking better, so it was a happy correspondence. At this point I am so tired that there is little energy left in me, so I am happy to stay here in the lounge, drink iced tea, get a snack, and plan on dinner later. Things have gone well and I am happy with both Yui and Allan regarding their sales progress. They can both sell and over time will become formidable salesmen.

6/20/15 1:57am Thai Time

6/19/15 2:57pm DST

I know that I should be sleeping, but it is not unusual a few days into a trip with a large time difference to wake up in the middle of the night. It did, however, give me a chance to answer my email, which is good because it is Friday afternoon at home. Being outside the country gives me an auxiliary benefit besides the usual of seeing customers and our people "on the ground." It gives me the chance to monitor the various media outlets that are not U.S. based, which often provides a different view of world events than we get at home. It often modifies my perspective and this trip is no different.

Sometimes we are shielded by what we hear, and when those blinders come off some stark realities come into focus. Yes, I know it is the middle of the night here and I am sleep deprived, jet lagged, and more prone to pes-

simism, and it is with that in mind that I present the following. Things are in worse shape globally than I thought. Whether or not Greece is finally kicked out of the EU, like I hope they are, it has exposed a fundamental problem with the European Union itself. Their ability to act as a whole group will have a permanent affect on their bond markets, individual economies and their total influence on the world as a whole. Some of the EU's member economies are already not doing well, which means their ability to purchase goods from others is hampered at best and virtually non-existent at worst. If Greece is kicked out, their economy will immediately tank and the only thing their citizens will be able to buy will be what it takes to survive. Their currency will be devalued to less than half of the Euro and maybe a lot less. The only advantage there is that after the dust settles and many go bankrupt, it will be a cheap place for outside investment, and the same will happen for any other country who follows their lead.

Some large corporations are greatly reducing their presence throughout Africa because the projected emergence of a huge middle class there has not happened. Not only that, but their overall infrastructure, protection for companies doing business there, and large amount of graft will have an ever-worsening effect on anyone already there. It will also stop others, like us, from entering their markets.

Russia, while maintaining the ability to seize territory, will still have the major problem of the imposed sanctions (which just got extended), and a large reduction in oil revenues, which will combine to mean that their economy will not grow and again will not provide outlets for others to sell to. The economy of Ukraine is destroyed and will not be viable for any consumption of outside purchases for the foreseeable future. South America continues to exist as a collection of individual countries with different levels of prosperity, and cannot be counted on as a combined force of major buyers of products produced outside their local areas.

Oil producing countries in the Middle East have seen their market-share erode. Prices are dropping along with their influence, which has also created major instability throughout the region. They have less oil revenue to spend, which means the goods produced by other countries will not be bought at levels seen before. The decimation of the infrastructure in Afghanistan and Iraq since the U.S. pulled out, and the rise of ISIS combined with Al Qaeda and other extremist groups, means that their populations will be focused more on survival than buying luxury goods and consumables from outside countries.

India says its economy is improving with many more people joining their middle class, however their markets are almost closed to outside producers, which makes it virtually impossible to do business there, and many corporations have given up.

Australia does not have a huge population and their mining sector has suffered over the past few years, so its consumers can be part of the global market but will not add a huge amount of buyers in the next few years.

The countries in Asia besides China are stable with their economies stag-

nated. Their countryman can buy some outside goods, but as a whole their purchasing power will not increase, especially if the slowdown in China continues, as I predict it will. China is one of the world's powerhouses and their economy helps to keep not only Asia moving forward but many other countries in the world, as well. With their growth projections projected to reduce by whole percentage points in the years to come, it will mean direct, negative results on the countries they do business with and their ability to buy consumables from everyone else.

Canada is experiencing a decline in their economy due to the fact that their oil production costs are too high. Production has been curtailed. New exploration has virtually stopped and their boom is over for now. This means that they will probably reduce by a percentage point in their economy every year for the next few years, again diluting their power to buy. That impact will reverberate throughout the energy world and while it is fantastic that OPEC can no longer strangle the world with withholding their oil it means a lot of jobs are being eliminated because of the glut, exploration is being halted and there will be increasingly less profit generated which again means less buying power globally.

The Mexican economy has been doing well but theirs is based on an ability to assemble products coming from the U.S. and Canada. If the Canadian economy is slowing then they will need less products produced there. That leaves the U.S. economy, which is growing slowly, also hit by a reduction of revenue from the energy sector but still moving ahead.

What you have here is a picture of a world economy in flux and distress. A large part of its population will be focused more on survival than on buying the goods and services they have enjoyed in times past. It means that efficiency in every area will have to increase and goods will need to be produced at a lower cost so that more people can buy them. This means increased automation, faster energy flow, and fewer workers. That will be compounded by the global move to raise salaries at the lower end of the workforce, and will put additional pressure on private and public companies to use fewer full-time employees, more automation, more contractors, and to move to countries which are more favorable to doing business. Add on higher taxes, increased threats of lawsuits, and more government rules on how to do business, and you have the perfect storm for reduced consumption, stagnant economies, not to mention a good potential for a world recession, political upheavals, large-scale conflicts, wars, and a potential depression.

Part of my job as the leader of our companies worldwide is to try and figure out what is happening and where it is all going. Even if the U.S., Mexico, and Canada stay as they are with extremely small growth, and the EU and Asia (with the exception of China) can at least average together to no growth, and China and India can continue to grow at least a real five percent per year, I don't see a lot of world success anytime soon. The potential for short and long-term disaster is a real possibility. Therefore where does that leave us?

I am a believer in fate and I think that it is no accident that everything is happening right now, the perfect storm all coming together at one time. Since

we do not have the money to expand now, and I will not go into high debt to do it alone, we are staying as we are. We will not move from our current New Jersey location unless forced to, which would then be a sign from fate that the time has come to go. We will not expand our Mexican distribution center into a plant until we can do it both mentally and financially without undue strain. It is not an accident that I am here right now to see the global events unfolding. We are being told to wait, that something incredibly great (I hope) is coming, and that we can be a part of it. We need to be free from anything that would shackle us with debt and stop us from being nimble to move to whatever new thing is coming. It is rare that I say this, but the best thing we can do now is wait, utilize the resources we have, sell worldwide like crazy, pay off our small credit line, and be patient - not something easy for me, but the best course for now.

6/20/15 11:57am Thai Time

6/19/15 12:57pm DST

Thai International Airport CIP Lounge

Since I was definitely awake after writing the previous entry, I decided to have a snack and then work-out. After packing and having a huge breakfast I did some editing, took a nap, went upstairs to the lounge, edited some more, checked out, and then Yui picked me up. As we drove to the airport we talked about business, life, sales, and it was very pleasant. She is a good person with lots of potential and I hope she reaches the heights that she is capable of while working for us. Check-in was swift, as was security and immigration, and here I sit until boarding.

6/20/15

12:16pm Malaysian Time, 12:16am DST

Intercontinental Hotel, Kuala Lumpur

The plane here was delayed about 20 minutes, which made absolutely no difference since I was not meeting anyone. On the way here I emailed Ben that I had landed. I was checked in and in the Lounge drinking tea and snacking by 6:30pm. It was then on to a quick dinner at a Chinese restaurant here in the hotel, where I heard from Ben, who was not expecting me until Monday. As it turned out, we now had meetings for this morning, starting with Ben at 9:00am, Chen at 10:00am, and Steven and David at 11:00am.

I slept a little better than the last few days and was exercised, cleaned up, and ready to go meet Ben when I heard from Wendy. She was with our son, Ben and his girlfriend, Kate on their way to dinner in Denver. They all looked very happy, but I was a little sad since it was Father's Day here and I was not with them. So it goes.

My partner, Ben looks well, and it was good that we had time to catch up, especially about the journey of taking us private again. The oil and gas company coming in had reduced income for this year because of the downturn in exploration and equipment maintenance, and this affects their timetable for being able to partner with us. Chen then joined us and we spoke about our dif-

ferent options, and by the time David and Steven came in we were updated on the prospects of staying the course, looking for a new partner, or stopping the process altogether. As it turns out, we decided to keep going as we have been. The new timetable is twelve months instead of six, but it still seems to be the best way to go. We will have more meetings before I leave.

6/21/15 4:40am Malaysian Time

6/20/15 4:40pm DST

En Route to the Airport

I spent the day editing, eating, and getting in a double workout so that I would not have to worry about not exercising today. I did not finish my book on sales but am closing in, I hope people find it useful. I am on my way to the airport to go to Penang and see CY, our salesman there. We have only met him once, so I hope I recognize him. On the other hand, I will most likely be one of only a few, if any Americans coming out of the terminal, and should be easy for him to spot.

In retrospect, yesterday morning's meetings went well. Although we may be delayed until second quarter 2016 to go private, staying our current course is the best way to go.

I hope there is a lounge at the airport that has food I can eat. I brought some with me but I will need more throughout the day.

6/21/15 6:23am Malaysian Time

6/20/15 6:23pm DST

On Board My Flight to Penang Kuala Lumpur International Airport

There was good food in the lounge!

I was able to FaceTime with Wendy, Ben, Kate, and our cousins Angie, Jimmy, and Keith this morning. I have not spoken to Keith for probably 50 years, and he seems the same. I was able to work more on my sales book in the lounge, and I am proud to say I am finished and emailed it to Kayla while waiting at the gate. I am tired and will try for a nap, then either do some more work, read the paper, or start my next project. It is really good to be done with the sales book at least for now. Once Kayla finishes the galleys it will go to Jerry, David, Lou, and Michael for one final review, and then go to press.

6/21/15

1:18pm Malaysian Time, 1:18am DST

Penang Airport Malaysia Air Lounge

My flight in was pleasant and on time, and CY was waiting for me. The first thing he did was apologize because our first appointment had been cancelled. I responded that I had been in sales a long time and that these things happened. We headed out for breakfast and immediately began to talk about our families, our company history, sales in general, and tactics in particular. The first call was to Plexus, a company we do business with in multiple parts of the world. The man we saw in research and development was very interested

in our various samples. After talking, we agreed that our group in Guadalajara could utilize membrane switch labels made by IJX, and assemble them onto customer-supplied panels. From there it was over to Benchmark, another global customer, where we saw three people involved with quoting all types of products. When I told them we only wanted the unusual, difficult, shorter run parts we peaked their interest. The reason: they cannot turn in their requisitions until all of the line items are completed. Having someone like us is a great potential asset. I stressed to CY that our job was to be the "go-to supplier" for our customers, especially when they are in trouble, and the hardest part is to ensure that they remember our unique capabilities. I told him about my new book coming out, and to send me a list of all his contacts so that I could sign books for all of them. It would give him a great reason to go see everyone and hand them out. He was also very interested in my new book about sales, and may want to give those out at the end of the year. While all this was going on and we were speaking about how to find new customers, I told him about the business website LinkedIn. At lunch he signed up as a member, and I am hopeful it will make his search for business contacts much faster, easier, and way more efficient. I was back here about 15 minutes ago, breezed through security, and am waiting for my flight. I am still really excited about finishing the edits for my book on selling, and have already started the new calendar project, which I will go back to now.

6/22/15

5:46pm Malaysia Time, 5:46am DST

En Route to the Intercontinental Hotel

Our flight was about 20 minutes late, but it did not matter because I have no other place to be. Since it was almost 5:00pm and I knew traffic in KL would probably be heavy and chaotic, I decided to try the train. It was my first experience with it, and not only was it fast, but I met two people from the Netherlands who were on a world trek, and a woman who I think lived locally. My Dutch companions were two former factory workers on a four year adventure. Their plant had closed down. They were given very big settlements, enough to live on for two years, so they sold their house. When they run out of money, they will start over. It was a totally alien way of living to me, but I admired their zest for life, adventure, and comfort with not planning for the future. I don't believe I could ever do that. By the way, huge settlements for laid-off workers is a general way of life in Europe. As an employer you have to be really careful because the rules change country by country. European rules are weighted totally towards the employees and against the owners, which is another reason I never plan on putting in a manufacturing plant there.

We had a pleasant time chatting. They said that almost all of the people they have met around the world have been really nice. I agreed with them regarding my own experiences. It was one of those moments I will never forget, and when we stopped at the station we all said goodbye, never to see one

another again.

I had a choice to take another train to get closer to my hotel or grab a taxi and hope that traffic wasn't horrible. I decided that since it was 91 degrees Fahrenheit outside I was better off in the cab.

6/23/15

4:28pm Malaysian Time, 4:28am DST

Airport Gate Outside Kuala Lumpur

I got back to the hotel relatively quickly. My taxi driver was excellent and definitely knew his way around the city, and I tipped him accordingly. Once back at the hotel, I did very little since I was exhausted. I ate, made calls, answered emails, and partially packed. I was asleep by 9:30pm, up at 3:55am, and worked out in my room and downstairs in the gym. I met with the man whose oil and gas company is becoming a partner in Ideal Jacobs (Malaysia) Berhad early next year, Steven, and Chen. Things are on schedule and we are making plans for what will happen after they join us and go private. Afterwards, it was back to my room, where I spoke with Wendy. She is back from Colorado, had a really good trip, and says Ben and Kate look great. I then spoke to Alex, who is moving to a new apartment in a few days. I tried to FaceTime with Kay but was not able to connect. Chen picked up Ben, Jasmine (Ben's very nice wife), and me, and took us to the Novotel Hotel for the annual Shareholders Meeting. My agenda had been given to me and I had been practicing it for the past two days. I always like to be ready whenever speaking in front of an audience. I called the meeting to order promptly at 11:00am and it went smoothly. There were some questions from the shareholders present, which was unusual, but even so it took less than 30 minutes. It felt a little strange to finish. If the deal goes ahead for IJX to go private, then I will probably never chair another shareholder's meeting again. Chen drove us back to the hotel, where I said goodbye to everyone. The timing of this meeting aligned perfectly with our need to address all of the other issues going on, so I was glad I was here for multiple purposes. I worked out again in my hotel room before checking out, and I got here early with the hope of getting an earlier flight to Singapore, which happened. I am heavily sleep deprived and my temper is short - the guy next to me has a cold and is snoring, and I am getting angry, so I will move before I say anything. I sent Elana the copy for "January" for the new Calendar project and she liked it, which is fantastic, so I will work on it more.

6/23/15

7:36 am Singapore, Time 7:36am DST

Singapore Lounge

The flight from KL was pleasant and I have been fielding emails from Alan, Sophy, Simon, and Yui, reading current projects, pricing, and working on specialized color matching. After monitoring the various newspaper and news outlets, and after speaking with Steven, Chen, Ben, and David, I have come to the conclusion that things are worse in the world than I thought. With China's

over-heated stock market, India's extremely high debt and non-support of private enterprise, and the continual problems with Greece and other countries within the EU, I now feel that a global correction is coming very soon. It does not change my plans, it simply reinforces them. I think the world is in for a bumpy road for a while, and I am fine sitting on the side, creating more sales for all of the Ideal Jacobs companies worldwide, and waiting to see how this global chess game plays out.

6/23/15

2:45am German Time, I am not sure what time it is back home.

En Route to Frankfurt

Flight WIFI is amazing. I am up to date so far, which is awesome. I got an email from Elana covering the new calendar project. The questions she brought up regarding philosophy, tone, feel, and purpose were relevant. I will think about what to do next.

I need to finish editing the log for this trip. Vinnie likes to read it so he is up to date.

My father continues to decline. He has accepted the fact that he won't be able to go to his grandson, Jeremy's wedding. My mom will drive with us. Weddings at best are filled with stress and pressure, and at worst can create problems that can last for decades. I hope this does not become one of those.

6/23/15

9:11am German Time, 3:11am DST

Frankfurt Airport

We are delayed, a problem with some type of seal. I am much happier getting the problem fixed here rather than risking something in flight. I have already cancelled my traction appointment for later today and texted Mike the Driver and Wendy that I am delayed. There is nothing more I can do except to try and relax and maybe do some work. I went through two more international newspapers, and they all sound the same economic warnings.

6/23/15

4:18am DST - In Flight to JFK

We lost about 45 minutes, which means nothing in the scope of life. I am just very happy to be in the air. If timing permits I can always try and get to my chiropractor this afternoon, but I think it is more important I get out on my bike, I will decide later once I get home. In the meantime, I did read one more newspaper and this one said that some of the countries in the Eurozone were doing better than I thought. Finally, some good news, but not enough to modify any of my plans. One of the really great results of this trip is how much writing and editing I have been able to do. I am about at my limit but I have accomplished a lot. I love being at home but sometimes it is hard to find time to do this, and being away on trips gives me the opportunity to focus on it more. Besides, I am much less likely to get bored and lonely when I have a

lot of work to do.

6/23/15

9:26am DST - In Flight to JFK Airport Queens, NY

About two hours to go if we don't get delayed. I have been texting with Mike the Driver with updates about when Kayla should arrive, and with Elana about the new book. I have slept very little if at all on this flight so far. I will do some more editing but there is not much left in me.

6/24/15

4:43pm DST - My Office, N.J.

We ended up getting in about 40 minutes late and there was traffic on the way home, which meant I got there at about 2:30pm. Wendy was there, and as always it was really good to see her. Then I went biking. Even though I cut down my route, it was hot and by the time I finished I was really tired. When I arrived home, Mark, the guy who put in our front steps, was finishing up some repairs so we chatted for a bit. He seems to be a contented soul, happy with what he has and not envious of anyone else. I noticed that parts of my garden have been virtually destroyed by animals, and many of my flowers are in big trouble. I have given up trying to grow what I want, and will concentrate in the future on what the various "critters" will not eat. It is frustrating because at this point in the growing season there should be beautiful views everywhere, but such is life, and I refuse to get greatly upset by it.

The two fugitives who broke out of a New York State corrections facility are still on the loose.

No word on Greece, they are still trying to keep it in the EU.

The Spanish television network, "Univision" has ended its dealings with Donald Trump and his Miss Universe contest because of his anti-Mexican remarks during his initial announcement of his presidential campaign.

6/25/15

9:38pm DST

Cranwell Resort, Lenox, M.A.

I exercised early and we were on the road shortly after 9:00am for the drive up here. It was a pleasant journey. Wendy and I travel well together. After lunch and roaming around the town of Lenox for a while I started to relax. I went into a book store looking for a paperback that was light and that I could take on the road. After speaking with the owner, telling him I traveled a lot, he pulled out a book and said this was it. Without even questioning him I bought it. Fate intervened, and I can't wait to see what I have. We ate here at the hotel, it was quiet and good. Wendy and I spoke about family, business, and relationships between all. It is a little strange not having a house up here, but very nice not having the running costs. Since we no longer have ties here we may try some other areas, it is good to spread out.

6/26/15

2:10pm DST

Cranwell Resort, Lenox, M.A.

The Greek Tragedy continues. One of my rules of selling and life is that the most important thing to a person, besides his family, is his job. The next most important thing is a better job. This rule is now playing out in Greece. The Greek prime minister called for a national referendum as to whether the country should accept the last offer from the EU or exit and go back to the Drachma. The PM and other ministers have all come out saying the people should vote no. They are doing this because they do not want to be responsible for exiting the EU and want the people to have no one to blame except themselves. The ministers all win either way. If the people say yes, then they have to accept the austerity program demanded by the EU, which the ministers did not agree to. The government is then free to do whatever is necessary to stay in the group. If the people say no, then the country has to start over, but again, the ministers still stay in power by doing what the people demanded.

They have set up the perfect storm, where they win either way, stay in power, and the country has to do whatever they say once the vote is done. Unfortunately, while the ministers will keep their jobs, the time has come for the Greek people to accept the results of their fiscal recklessness over a long period of time. There is currently a run on ATM machines there, and they will probably run out of money sometime next week. Since I believe the referendum will have a "no" result, there will be no bailouts from the European banking system and they will effectively go bankrupt by the middle of July. This will result in a default on all debt, which will mean their credit ratings will go down to almost nothing and they will be virtually unable to get money. They will have to go off the Euro and at that point, since they will have virtually no resources, they will default on their debt and have to go back to the Drachma. Their currency will then be backed by almost no assets, and I believe it will be devalued by 75 percent.

The country will then be plunged into an immediate recession if not a depression. Social services will be curtailed or ceased, payouts for citizens will be greatly reduced or stopped, and their economy will be in shambles. Then the profit-takers will come in and start buying government and private assets at 20 cents on the dollar because it will be the only way for them to raise capital. This will mark a buyout frenzy of these assets to non-Greek hands, which will fuel a massive amount of anti-foreigner sentiment and will create a huge increase of support in the nationalist, ultra right-wing political parties. With the decrease in social services, including police protection, crime will increase and attacks on minorities by these right wing groups will increase. This will further create a situation that will effectively reduce or destroy their tourist industry, which was going to be one of the few areas that would still bring in foreign capital. This downward spiral will continue until their market is stabilized at a much lower level than where it is now. This is going to cause some major problems, not just in Greece but for all of the other EU countries

that are not doing well, because investors will see that a country can be kicked out. That pessimism will now be calculated in when those countries are doing business. Their bond ratings, and ability to get credit and raise money in the international capital markets will be adversely impacted. I also believe that the overall effect will be a drop of the Euro to equate to the dollar by the end of the year.

By the way, the China stock market is rocketing downward. I think the big players have already left and the medium, small, and micro investors remain to hold the bag and take the huge losses. My guess is that they will lose another 20 percent. They are down 20 percent over the last few months, before the bubble starts to form again. This will further reduce the Chinese people's ability to buy consumer goods from other countries, reducing the sales and profits from those areas and reducing their economies. I think the next six months will be very rocky for the world economy as a whole.

6/28/15 - 4:51pm

I was up early, exercised, and as usual my wonderful wife was ready early. We finished breakfast and were on the road home by 9:00am, and back at about noon. It was great to be home and after a short bike ride and some work on my garden, the rest of the night is set aside for peace and relaxing.

Meanwhile, Greece is shutting down its banking system as of tomorrow morning to help stop a run on whatever supply of Euros they have left. The referendum is set for next Saturday, which means there are six days of limbo until that occurs. The government thinks the populace will vote for the austerity program demanded by the EU. I am not so sure, some think the "bank holiday" will last past the Referendum, as do I. I think there is a lot of miscalculating going on and the Greek people will vote to leave the EU. By next Monday, the market will have already adjusted to the new situation and move towards what will be a new reality.

The second escaped convict in update New York has been captured and the first was killed. I am glad that is over.

6/29/15

6:37pm DST - My House, N.J.

The Greek banks are closed for a week and there is a small limit as to what their population can take from ATM's. Their tourist industry is already being gravely hurt because it can't get access to their funds. Stock markets around the world are down between one and three percent, and the prime minister of Greece is now saying that the EU will not dare to let Greece out. They are still scheduled for their Referendum on Saturday. All are poised to go over the cliff. If I were the EU, I would start looking at their other members who are not performing and use this as a wedge to get them to do better or get lost.

I am working on changes for my garden to try and battle the varmints that are attacking it from all sides. It is a nice diversion from my regular stresses to try and outthink the deer and groundhogs, even though so far they are winning.

6/30/15

4:20pm DST - My Office, N.J.

I fired one of our men today. He was careful, but he could not do the amount of work necessary to justify his employment. We gave him numerous chances, but he could not do the job. It was sad for everyone, but better we do it sooner than later. Our company culture is based on everyone giving everything they have for all the time they are here, and anyone who does not measure up cannot stay. He understood and was not angry.

Anyone who says they like firing or laying people off is lying or a sadist. Taking away someone's livelihood is a horrible task and one that I have never liked. I am glad it is done and I am hopeful I won't have to do it again for a while.

World Financial markets seem to have stabilized regarding Greece. Nothing will happen until after their referendum, which means their banks will stay shut down until at least this Sunday, putting their populace and tourists in extreme distress.

I have been following up on the sample kits we have sent out to current customers and those who have left for new companies. It is a lot of paperwork, but critical for building future sales.

JULY

7/1/15

2:43pm DST - My Office, N.J.

Hard to believe that half the year is gone already. We had our company summer picnic today. As always, it was a lot of fun with good food. I had previously scheduled lunch with a former Alcatel-Lucent employee and the date for the cookout was changed to today in the meantime - I invited him to join us and he, too had a good time. I usually find that social events are good not only for taking a break, but also for building team spirit and camaraderie. This was especially important this year, as we let someone go yesterday. When someone leaves they are almost never discussed afterwards, and people want things to get back to normal as quickly as possible. In this case it was the same, and everyone associated with him simply redoubled their efforts to work harder and more efficiently.

The U.S. and Cuba have agreed to reopen their embassies, which have been closed for about five decades. The U.S. stock markets are edging back upwards again since their big drop a few days ago due to the Greek economic crisis. No more talks about that until after the referendum on Sunday, and if the Greek people decide to abandon austerity then I think there is little to talk about.

7/2/15

4:52pm DST - My Office, N.J.

I was able to bike outside this morning. It was not only visually beautiful, but the aromas from the blooming flowers, plants, and trees were exceedingly pleasant. I spent the day marketing and getting my Chicago sales appointments booked, I am not done yet.

I had lunch with Kayla. We spoke about sales and what can be expected over the next six months. I remember how hard it was for me to get started, so I am happy to be patient and help as much as I can. I will continue to tell her about her almost unlimited potential, but it will take time and she needs to also be patient.

We were working with a Chinese company that was interested in carrying our BuildTak product, but unfortunately they decided to rip off our technology and we just got a sample of what they made. It is an inferior product. We have already tested it and believe they are using counterfeit 3M adhesive. I have already contacted 3M, as they are much bigger than we are. If the other company is indeed using an illegal product, then hopefully they can be stopped from selling it worldwide.

We are closed tomorrow here in the U.S. for the 4th of July weekend. My

crew is excellent and they deserve the time off.

7/3/15

4:23pm DST - Our House, N.J.

On Our Porch

I was out biking early this morning. The weather was very pleasant, and I enjoyed the peace and good workout. After an early lunch, Kay came over and we went to my shooting club to meet our friend Sal, the great guy who sponsored me into the club. We had a very fine time shooting both our pistols and shotguns. It works out well that Kayla likes to shoot as much as I do and is a good marksman - she always likes to come along. Besides, going there is like a journey to another place. It is tranquil, wooded, beautiful, and serene, and we immediately begin to relax as soon as we go past their locked gate.

Once done, Wendy and I went to go see my parents. My mom looks well and is very excited about the upcoming wedding for my nephew, Jeremy. My dad has lost more weight and looks terrible, but as Wendy says, he is not ready to pass on. We spoke about various family and business-related subjects. My mom was really happy that Kate and Ben have become friendly with their cousins, Jimmy and Angie in Colorado. As we left I could not help but wonder if this was the last time I would see my dad. As is my custom, I try to make each encounter as positive as possible in case it is. It is the first day of the 4th of July holiday weekend and today-Friday-feels like a Saturday.

Two of the major Chinese Stock Exchanges are now down an average of 30 percent from their highs, which means that a lot of the small stock holders who bought on margin are being killed. My guess is the bubble will continue to deflate for another 15-20 percent, shake out all of the small investors, and then start to inflate again probably by early next year. All of the small companies that were trying to go public on those exchanges are also probably in trouble, with their earnings reducing in multiples every week. There will be many bargains to be had if we go private in China as planned, and there may be some areas where we want to invest.

7/4/15

3:57pm DST - My House, N.J.

It is Independence Day here in the U.S.

As I look at the various trouble spots throughout the world, one huge event that is mostly absent from the overall global discussion is an impending shortage of fresh water supplies. I believe that the fight for control of the world's remaining fresh water and who will pay for it will overpower all other problems for the next 100 years. That, and the ability to recycle the water that is currently undrinkable, including salt water from our oceans, will help to determine where in the world people will continue to live and what their standard of living will be.

If the state of California continues as it is, they will be under severe enough water restrictions to hinder their ability to produce food as they have in the

past. That means that their land values will reduce dramatically, as will their tax base, as will their standard of living. Soon it will become profitable to produce large scale agriculture in other parts of the U.S. and beyond, which will mean that the processing, production, and transportation systems will follow. Areas of prosperity will migrate and change, which means that people from all parts of this business cycle will follow, too. With the changing climate, I can easily see the U.S. Midwest and northern states, with their moderating climates, becoming not only big agricultural centers but also where people seek to live because of their better climates. At this point, it is irrelevant whether climate change is man-made or not. It is here and it is time we deal with it on a long term basis. Whether this is a normal phenomenon or not again doesn't matter. We as a planet can try and contain it but the results are coming.

I am heartened by two things. The first is innovation, especially here in the U.S. where if a profit is potentially there, people will find new ways to do things like recycle and recapture water. The second is capitalism, and the fact that if there is a profit to be made, entrepreneurs will go all out to find ways to get people what they need and make money. I have been traveling for a while and it seems to me that the temperature increases throughout the world will make certain areas uninhabitable in the very near future. People are already moving out of some countries in the Middle East because they are simply too hot. The same is happening in sections of Africa, as well as parts of the U.S. While there may not be a solution to global warming itself, I believe there is a lot that can be done to reduce a good portion of the results, and in the meantime create whole new areas of the global economy, as well as millions of jobs. There is no sense in blaming anyone for anything at this point because that does nothing. What is necessary is to utilize the great minds of our planet to assess the situation, and to create the new technology necessary to deal with what is coming.

7/5/15

3:34pm DST - My House, N.J.

I slept until 7:30 this morning, which meant about nine-and-a-half hours of sleep, and it felt great. I was out riding within an hour and had a wonderful time in the 75 degree F weather. Once back I did some gardening, and then Wendy and I went to lunch. Afterwards I packed for our Chicago trip for this Thursday, then packed the pots we bought after lunch with flowers - they are now in position in front of our house. Wendy says they look good, so I am pleased because I greatly value her opinion.

As for the world, it looks like the Greek people have voted "no" to the austerity resolution, which means one of two things depending on who you are listening to. Either the EU will give them a better deal than they had before, or they will kick them out of the European Union. The question is whether the heads of the various member states have been pushed past their limits. I cannot tell if they have or have not, so nothing will be clear until later this week. I do expect there to be drops in stock markets around the world, but then again, I

don't have all of the relevant information I need to make a good decision. As far as my personal and company finances are concerned, I believe whatever happens will level out over the next few years, so I will not plan on doing anything radical unless some incredible deals come up or I am forced by unforeseen circumstances.

I do know that I am very glad I am not a Greek citizen with money locked up in their banking system, because I believe that either way they will go after a part or all of their savings in a bid to save their country. They will utilize the phrase "giving them their fair share" or "helping the people" which in essence are simply socialist ways of redistributing wealth. This will result in punishing people who did the right thing, which was to accumulate savings. They will become even more successful in their goal of making everyone dependent on the government, which means the current office holders will keep their jobs. It is going to be a fascinating and probably very difficult week for the Greeks and the rest of the economic world.

7/6/15

4:38pm DST - My Office, N.J.

When my dad took over our computer system about 30 years ago, most programs were still relatively simple. There was a system called "Edlin" that we used to create a database for our contacts. For the next 15 years we updated it until it was huge, and when we converted over to our new system I kept adding to Edlin for a while before eventually stopping. While there are very few usable contacts left on it, I did find one today, so I just asked Mike to print out a full copy, approximately 65 pages when printed double-sided, which means it has a lot of people. I will go through it and see what other gems are hidden in there.

Surprisingly, with the Greeks voting down the referendum it would seem that most of the world markets already accounted for it, because there was not a lot of movement today. The EU has declared that the Greek Government must give them a recommendation on how to proceed, as their economy continues to tailspin and they have very little cash or options left. It is my opinion they will have no choice but to leave the EU and confiscate the majority of the deposits they have in their banks. I am hoping I am wrong.

Some good news, the U.S. woman's soccer team won the World Cup.

7/7/15

3:47pm DST - My Office, N.J.

Part of my job is going after new business, which sometimes means going after old contacts, which is what I was doing today. It is boring work looking through our old database, waiting for my eyes to pick out names from decades ago that may now be traceable. As always, with an effort like this there might have been some diamonds mined, but I will be glad to go back to some other marketing work tomorrow. Not much is happening in Greece. They are talking with pundits, some saying disaster will happen if they leave the EU and others

saying it won't be so bad. Stock markets in China continue to move downward. I feel the bloodletting there is not over and unfortunately it is mostly hurting the very small investors who can't afford it.

7/8/15

3:10pm DST - My Office, N.J.

Call me cynical but: the entire United Airlines computer system went down this morning, temporarily grounding all flight worldwide. Then the New York Stock Exchange had a major "glitch" which shut it down for a while, and then so did the Wall Street Journal newspaper. Combine all this with the fact that our computer guru, Don told us that in the last few days the number of attempts at hacking into our server has spiked, and I have come to the conclusion that the other three events were no accident. I do, however, doubt that we will ever hear differently, even if it was true. I am flying United Airlines tomorrow to Chicago, so I hope everything is okay. More work on marketing today, Kayla is off her special project on Monday and comes back to help me again almost full-time, a very good thing. The Chinese Stock markets went down a lot again, about another five percent, and it looks like it will continue, in my estimation, another 15 percent before it bottoms out. I hope I am wrong and it is less.

7/9/15

**5:22am DST - Newark/Liberty Airport
On the Plane with Others, Still Boarding.**

I was up at 2:45am after a lousy night's sleep, so perhaps I can get some naps along my journey today. So far we are on schedule for Chicago. Wendy leaves in a few hours, and we will meet later tonight if everything goes as planned. I started going through the mailing list for my new book. Most people will get postcards with the download icon they can scan for free, and others will get actual books. Anyone can get a hard copy by simply emailing me - it is a system that seemed to work well last year.

7/9/15

6:45am Chicago Time, 7:45am DST - In Flight

I was editing the first quarter of my new journal, and I came to the part where Jeff passed away and we had his funeral. It brought tears to my eyes again. My father continues to decline, and I suggested to my son, Ben that he go see him when he is in next week. Since we are already having lunch, I thought we could go together and he agreed. He has not seen him in a while and my dad's deterioration will probably surprise him, it is very likely that it will be the last time they will see each other, so I will try and make sure it happens. When I spoke to my mom a few days ago, he had fallen again and she seemed resigned to the fact that this will keep happening. He refuses to use his wheelchair, and sooner or later he will break something, an injury from which he will probably not be able to recover. I think she will be okay after he passes,

but no one can be sure about that. I think she will want to live alone at least for a while, and she can decide what to do after that.

As for me, I will try and do as I did with Jeff: focus on the good and let the negative events fade into the background. In the meantime, I will try doubly hard to make sure that each time I see him I remain positive, because any visit could be the last visit. I don't want any guilt or regrets, or at least want to have as little as possible.

7/9/15

4:50pm Central Time, 5:50pm DST

In Transit to Chicago

Our flight in was excellent. I got my luggage and was on time to meet my driver for the day, whose name was Gingas. As seems to be the norm with limo companies, whatever nationality the owner is, in this case, Lithuanian, it tends to also be the drivers,' and this is the case with Gingas. He was very pleasant and had me at my first appointment on time. It was at a thermoforming company that uses us for some of their labels, and after speaking with their heads of sales and marketing and one of their engineers, they will hopefully consider us for more.

From there it was over to Chicago Precision Manufacturing. They were created by a small team who had worked for a Flextronics branch in the area, and who went out on their own after Flex closed that location. It was a gutsy move, but it has been five years and they seem prosperous. We spoke about how they could use us, and also how we could use their metal stamping for the flexible steel BuildTak design. Doing business in both directions is almost always a good thing if it can be worked out.

From there, we stopped at Starbucks, my third visit of the day, where I got an iced tea and used their WIFI to catch up on my iPad. Then, it was on to Coriant, where I met multiple people and left with a chance to do a lot more business surrounding the EMI plastic blank insert panel idea we have been using with other customers. We are now moving towards my hotel in downtown Chicago. Traffic is heavy, but Gingas thinks it will improve.

Wendy already checked in and I hope to meet her for dinner between 6:00 and 6:30, which will be wonderful on all fronts. I got up at 2:45am N.J. time, which means I have been up for 15 hours already. The odds are good that I won't get to sleep before 11:00pm local time, so the naps I have been grabbing will be instrumental in keeping me sharp for today's calls and the ones coming tomorrow.

The stock markets in China and the U.S. rallied. I don't think the downward momentum has stopped but maybe it has slowed a bit.

7/10/15

1:52pm Chicago Time, 2:52pm DST

En Route to Chicago

I was back at the hotel before 5:30 yesterday, and Wendy was there to

meet me. We went out for a walk in the beautiful pre-evening air, which was very pleasant and gave me a chance to wind down after a long day. We eventually ended up ordering room service and had a quiet early evening before going to sleep.

I was up at 4:00am, and very happy to do my band workout in the room then go downstairs to the gym. After an extremely large and good breakfast I was picked up by Gingas, and we went off to our first call in Des Plaines at a manufacturing company whose head of engineering was an old contact from Flextronics. While waiting for him I had a pleasant chat with the receptionist, who was telling me about the various animals that used to live under her porch. They included muskrats, minks, groundhogs, skunks, and raccoons, and amazingly they all seemed to get along. The meeting with the engineer covered our company, our products, and his company's various needs. There was a chance for future business, so I was happy with the outcome.

Once back in the car the next person I was supposed to see did not answer my call, and since I did not have a firm appointment I left word that I would call him the next time I was in the area so that we could meet. I got a lead yesterday from the guys at Chicago Precision Manufacturing, and we went over to the contact's building. Unfortunately he was not there, but I called and left a message, then dropped off my last sample-kit. After that, we stopped for lunch.

While in the car I smelled something burning, as did Gingas, and it turned out his air conditioning unit was fried and no longer working. He tried to get it fixed while I got lunch, but was unable to get it working. This meant that the temperature in the car went up as the temperature outside rose, but there was no choice but to keep going.

It was then on to a division of Caterpillar to meet with two engineers who had a new product that needs some special labeling and assembly. We went over the specifications and they said they would get back to us in a few months, as soon as the drawings were ready. It was then time to come back to Chicago for my last call. The air conditioning was still out and the outside temperature was in the low 80's. I went through this before when I first started out selling, and the obvious answer was to ride with the windows open. My heart sank as we were slowed up by an accident, but fortunately it did not last long.

We are now downtown. It is cooler near the water and we have about 20 minutes to go. I am in a Dunkin Donuts and have been fortified by an iced tea, and we are about to go the final distance to the customer. It has been a very good day and I am not going to let a hot car dampen my spirits for the last call.

7/10/15

4:50pm Chicago Time, 5:59pm DST

Intercontinental Hotel, Downtown

Gingas got me to my last appointment with some time to spare. The Motorola manager I spoke with was encouraging about the potential for new business. Since our facilities in Mexico, China, and here are close enough to theirs, we can potentially be a major help with rush orders and with developing new

products. I will send her more sample-kits for her engineering team when I get back. From there, it was a short trip back to the hotel and I bade goodbye to my driver with a good tip, then saw Wendy. She had been to a museum with the kind of Impressionist artwork she loves, and also saw "the bean," and overall she had a very good time. I went out for a walk and will get ready soon to go to the restaurant and meet the Greens, owners of AWT, a screen printing equipment manufacturer that we have bought a lot of product from.

7/11/15

5:55am Chicago Time, 6:55am DST

Intercontinental Hotel

It is always fun speaking with people who have been part of a family business, especially printing related. Mike and Jody Green are wonderfully warm people, and their company has excelled worldwide because of their good products and willingness to enter the global market much faster than most companies, including mine. It was fascinating hearing about the history of their company. Mike's father and uncle were in the business first, but sold out and Mike and Jody started their own from scratch. It is amazing how many similarities there are between any two companies, marketing, personal, and family concerns, so it was a very spirited and pleasant conversation. Once finished, they dropped Wendy and me off after battling the "Restaurant Week" traffic, a huge celebration that is going on here.

The last two days have been very good for potential new business and only underscore the need for me to stay on the road while getting Kayla up to speed as quickly as possible.

Surprisingly, the Greek government has decided to accept the EU plan for austerity, and it looks like everything will be worked out in the next few weeks. The markets in Asia have also stabilized, so again, everything looks like it might be okay there in the Chinese Stock Markets. I still think they will go down some more. The world seems to be in a much better state financially than it was last week, and I truly hope that is the case.

7/11/15

2:22pm Chicago Time, 3:22 pm DST

Intercontinental Hotel

The architectural boat tour was fun. We ended up getting on an earlier tour that was not overly filled, and for the first 30 minutes I found it interesting, with the guide speaking about the history of Chicago, the fire, and the various types of architecture used at different points in time. Then I lost interest, so I checked my email, the markets, and the news, and tried to take a nap. The river was pretty and Wendy enjoyed it all, so I was very happy to be there. Afterwards, we found a good Italian Restaurant for lunch and I am now hoping to take a nap.

7/12/15

11:19am Chicago Time 12:19pm DST

O'Hare Airport - On the Plane

Wendy and I went out to dinner last night, which was pleasant, and I got to sleep early.

I was up at 4:30am, worked-out, and had two sandwiches for breakfast that I bought yesterday. As usual Wendy was ready early, I love that about her, and we got here with plenty of time. Ben texted me that he and Kate have already landed in Newark. I am hopeful we will get there in time, but we have not started moving yet, and I won't relax until we are in the air.

7/12/15

9:03pm DST - My House, N.J.

As we were nearing the end of the plane ride I turned to Wendy and told her that I was planning to take myself off the road for a month, that I was tired and needed to be in my normal office routine for a while. I reminded myself that it is tough in the field, not many people can do it, and that because it is so difficult it keeps a lot of the competition away. After we landed we waited for my suitcase, then waited some more, until finally it was evident that it was lost. I went to the lost luggage department and he said it was in Houston and should be back in Newark about 5:00pm. I did not lose my cool, but simply took down the flight number and left. By the time we got to the car with Mike the Driver I was calm, gave him the suitcase information, and told him to go get it later.

We were able to laugh about it on the way home. I again reminded myself that if I could not take it I should pull myself off the road, otherwise stay upbeat and be happy I did not lose my luggage on the way out to Chicago. Once home we saw Kate and Ben, they looked great. Alex and Kay came over later and we had a rare, wonderful dinner together. I love and am very proud of my family, and we had a very nice reunion. Barb and Cliff came over later to see everyone and left about an hour ago. I heard from Mike that my luggage was due in about now, so he will bring it to the office tomorrow. As I said he was happy for the business, so in the end, as long as he gets it, this will not be a big deal.

The EU has now told Greece they must do everything they agreed to before plus more if they want to stay in the EU, and they have only a few days to decide. At this point I don't think Greece has much of a choice and will agree to anything, since their banks are now almost out of money.

7/13/15

4:43pm DST - My Office, N.J.

I was up at my regular time this morning and then it was good to be back in the office, do my exercises indoors, and get back on my bike for an outside ride. I had my suitcase by 10:30, and that was really important as I had some panel samples in it that we needed to start costing. It has been a day of doing pricing, getting our next mailing ready for my annual book release, and in gen-

eral getting things up to date after having been out a few days. I tried to set up a trip to Canada, but the first location said that this summer was impossible, so I took it as a sign and put it off until September. Instead, I will do some more groundwork and pick a location or two that will become difficult to get to in the dead of winter and try and get there now. The fun and exciting part is that I have no idea right now where that will be, and I will let the market place drive me to it.

7/14/15

4:07pm DST - My Office, N.J.

Getting paid is one of the harder parts of business, and an easy thing to not pursue because it often means pushing people and them getting upset. Mike and I are in the midst of that with two different locations of the same customer and it is extremely frustrating. One, after three months seems about to be resolved, but the other does not and we have already cut off their incoming shipments and alerted their global head of purchasing. Stopping shipments is a last resort, but sometimes we have no choice.

I called my dad two days ago to set up a meeting for him, Ben, and me for 11:00am this morning. Ben and I were there but unfortunately my father forgot and was out. I was hoping they will see each other because it is very likely he will pass before Ben will have a chance to see him again.

We have a very nice local zoo and I just called them to see if we could sponsor an animal that Kay might like to help take care of and our other employees could visit. I spoke to a man there who will check and get back to us. I asked about warm blooded animals and penguins, so let's see what they come up with.

The Greek government has been told they must put a huge amount of government-owned assets into a fund that will be handled by an outside group and sold to offset their debt. The coalition needed by their Prime Minister has very few of his actual party members in it, which means his base of support will be eroded enough when new elections will need to take place. It will be ironic that if he survives he will represent a totally different group of people than when he started.

It looks like a deal has been made with Iran regarding their nuclear weapons program. If so, sanctions will be taken away and their oil will soon flood the market. Stock markets in the U.S. are back to their previous high levels, and stocks in Asia are in much better shape, as are markets in Europe.

7/15/15

3:11pm DST - My Office, N.J.

My back has been hurting and my sciatica has returned, a probable result of traveling and sleeping on soft mattresses. I am back to my chiropractor today and will try and go twice a week for a while. It is not bad enough to pull myself off the road, but it is still not pleasant. I had lunch with my friend, John today. He is one of the few people I can talk to about our operations in Asia,

Europe, and the world economy. He has an excellent feel for the U.S. economy and also where the money is in general business, and forces me to be precise when speaking to him because his questions will route out lack of clarity and inconsistency. He thinks that having our own building is a good idea. First we have to get the money from Asia and then find a partner here, because there are way too many pitfalls in buying and running a building. I need to learn through someone who has already gone through it.

7/16/15

4:25pm DST - My Office, N.J.

I have been in this business full-time for 38 years. Over that time I have rarely gotten to the point of throwing out a customer, but there are times, for example, when someone keeps coming back at us time after time to keep lowering our prices and nothing satisfies them, then I get frustrated. We have that situation going on now and I am pulling their sales totals for 2013, 2014 and 2015 years so far to see how much weight they carry for our total business. If it is not much then I will put a line in the sand and start raising their prices across the board. We give incredible service and high quality products, and if people are not willing to pay a little more than they would to a cheap supplier who gives no support, then we are better off getting a new customer.

Watching Kayla continues to be fascinating. It is the little things that mean a lot. For instance, she asked me to check an email that she was sending to a customer. I modified it, and she then changed it again without telling me and sent it. When you think about it, that takes a lot of guts and confidence and I am happy to see it. In fact, I marvel at it because I don't think I would have done that with my Father at her stage.

There is a 3D printing show in Paris in October. Mike wants Igor to go and suggested that Kay also attend. He likes the way she is happy to go booth to booth and talk to all of the attendees. Her lack of fear is not only refreshing but also an incredible asset for us in these situations.

I submitted the introduction and the first two chapters on my dating workbook to Elana. She liked it and suggested I continue the same format and finish more. It is good to get some positive feedback on it.

Greece is now being helped by the EU. The markets in Europe have stabilized and those in Asia are moving back upwards. Donald Trump continues using his "shock and awe" tactics to win support for his presidential candidacy. Whether he can continue his momentum is anyone's guess.

7/18/15

11:41pm DST - My House, N.J.

Yesterday I decided that we would move a big piece of business from IJUS to IJ Suzhou. Actually, it was an easy decision after the customer declared that the cleanliness for an assembly operation had to be in a "semi-clean" room specially set-up, and Suzhou is ready. It was confirmed after a conference call and we began the huge process of moving everything over, which included vari-

ous components, tooling, and having Kay go over to teach the IJ Suzhou team what to do. She is now scheduled to leave on Tuesday, then will swing back through San Francisco next Wednesday to deliver prototypes to the customer and come home. It puts a huge amount of pressure on her to get the systems up and running so they can produce product correctly when she leaves, but we all have extreme faith in her. She is nervous, but definitely the right person for the job. This particular job is the hardest we have ever attempted, but I think IJ Suzhou can do it. It is in everyone's interest that we can get it going smoothly, quickly and efficiently.

I was back at the chiropractor last night and my body is feeling a little better. I got a good night's sleep. I was up early to go out biking and to try to beat the forecasted rain, but that did not happen and my bike and I got wet. No worries, I had the right clothes on, including goggles, and was fine as there was no lightning accompanying the thunder claps I heard. I made it home soaked but happy. Once back, I worked more on my garden, transferring some flowers to different pots and things look pretty good, at least until the next round of attacks from the various critters in our area.

7/19/15

3:17pm DST - My House, N.J.

By 4:30 yesterday afternoon, Kayla, Alex, Ben, Wendy, my brother, Kate, my mom, and Lisa were all in the rented van piloted by a man named Fred. My brother was seated next to him and the rest of us sat in three rows behind them. I sat next to my mom and we had a chance to talk for the 75-minute trip, which was pleasant. We did not have too much traffic, even though we were going across the George Washington Bridge into Westchester.

The facility was beautiful, right on the water, and the wedding service was in a second floor room with a beautiful view. It was a very nice duo religious service - Jeremy, my nephew is Jewish, and Liz is Catholic. Both sides melded well and all were in favor of the marriage. Once done, it was downstairs to the cocktail hour which was really good, with lots of various types of foods. Had I known there would be food I could eat on my extremely limited diet I would not have eaten the one and three-quarters turkey burgers I had right before we got there, but better safe than sorry. This room also overlooked the water and the guests could sit outside, which a lot of us did. It was twilight by then. It rained yesterday morning, but was then a beautiful night.

Dinner was upstairs and Wendy and I were sitting with my brother, cousin, and mother, David and Irene, and some of their other friends. All of the speeches were heartfelt and well done. The food was excellent and I even danced a little, which with my sore back was unexpected. Towards the end, a lot of my crew decided to go downstairs and sit outside to watch the water and stars, and it was magical. Once the cake was cut and the dessert was served, we left and are now back home around midnight. Everyone agreed it was a wonderful wedding and my dad had been well taken care of by Eve, who volunteered to stay with him and not go to wedding. My mom had a great time,

which was really good because she has been taking care of my dad for a long time and needed a fun night out.

I was up by 7:30 this morning and worked out in our basement first since I figured I needed to stretch my back and my body. From there, it was outside, where it was really hot and humid to go biking. After I got back here and had a shower, Ben, Kate, Wendy and I went to a local diner for lunch and then I took my bike down to the repair shop. She has more than 4,000 miles on her and she is beginning to need some replacement parts, but they did not have them on hand and had to be ordered. I am hoping they will have them in by Friday, and in the meantime she is ride-able, so I will keep going. It is now about 97 degrees Fahrenheit. Kate and Ben need to leave for the airport about 7:00 pm. Kayla is supposed to come over to do laundry in preparation for leaving for China on Tuesday, and we confirmed her ticket today.

I am in the midst of editing the first 1/4 of this year's new journal book, as well as re-writing the books on dating. I am not bored.

7/20/15

4:39pm DST - My Office, N.J.

There are few people I am terrified of in my daily life. One of them is my urologist. Not that he is a bad man - on the contrary I find him highly capable, pleasant, and feel that he runs a very efficient organization. He is even a gun enthusiast like me. But ever since my dad was diagnosed with prostate cancer almost 30 years ago, I have been paranoid about getting it myself. Since it is a disease that often runs through families, my father, uncle, and grandfather had it, and most men will eventually get it, the fear has never left me. Therefore, I go to see him about every six to eight months. In the weeks before my fear builds up, and when the day comes I get extremely nervous. Today was no exception, but I am happy to report the visit went well and that I don't have to go back for another six months. That alone has made this a good day, but there was more.

Kayla is now ready to leave tomorrow for China and is our only hope to teach the IJ Suzhou team how to assemble the genetic testing part. If they can't do it to the quality level needed, then we will have to give up the business and this would stop us from going after others, so this is a pretty big deal. Neither I nor my team have any doubts that she can do it, but she is understandably nervous and knows how important it is. Kayla is young and somewhat inexperienced to have this much responsibility, but there is no better way to learn than operating "under fire," and she is the best person we have to do the job. On the way back from China she will stop at the customer and bring them new prototypes. If they accept them, then we just have to be sure IJ Suzhou can maintain the quality level. If not, we will deal with it then.

The banks in Greece are back open, and stock markets in Europe and Asia are moving back up. Embassies in the U.S. and Cuba are back open again.

7/21/15

1:03 pm DST - My Office, N.J.

I was riding this morning outside on my bike going through various options for our company. Business is slow and we may have to lay-off one or two people. As always when this happens, I am simultaneously going through my mind for ways to increase sales and getting more depressed at the potential of having to let people go. I often use my time riding to think of things like this and while it is sometimes not pleasant, it does give me a chance to organize my thoughts.

As I was passing our old building in the next town I saw a woman waiting to cross the street. She was obviously handicapped, with a cane and dark glasses, and was waiting for the light to change so that she could get to the supermarket across the street. When it did change I moved into the street to help block traffic and asked if she was okay. In a very strong voice she said something to the effect of "I am. Thank you, sir." She said it with such force and conviction that I marveled at her fortitude and determination. I asked myself, what was I worried about? She had real trouble, my problems were inconsequential compared to hers, and my mood took a 180 degree turn. I went from being down and having a weight on my shoulders to zooming onward, home-ward bound, refreshed, and ready for action at work, now a different man.

Shortly after I got there, Vinnie came to me to say the restrooms in the plant were not working. I contacted our landlord and the man in charge of our building was over in less than ten minutes. They are excellent that way. Not only did he come in but the overall owner named Cary came, also. We have been renting from them for 15 years and he has a big role in my plans for after our lease is up next year. After they fixed the problem, we learned that it was a strange occurrence caused by someone who re-plugged in a wire incorrectly, which had tripped a circuit breaker. No one usually touches anything back there, so I am thinking that maybe fate intervened to have him come in today. He mentioned that our lease was up next year and that led me to talk about potentially partnering with him for a new building. He was open to the idea as well as some other investments, and the impromptu meeting went well.

Kayla's plane is on its way to Shanghai. I spoke to her twice this morning before she left, and I miss her already.

7/22/15

2:54pm DST - My Office, N.J.

There was a text waiting for me when I woke up this morning that Kay had arrived at Shanghai and was on her way to Immigration. I was in phone contact within 30 minutes. The flight had gone well except for a screaming baby seated behind her. Rina picked her up and they were already at IJ Suzhou. Kayla surveyed the equipment they bought for the new assembly operation, ordered some more tools, and went to the hotel. Unfortunately, once there they did not take her company credit card - it was blocked because she was in China. Fortunately, they gave her the room, anyway. I was biking at that point, and

as soon as I saw her message, I called the credit card company, squared away the problem, and everything was okay. She was just back from the gym, a very good thing to do after traveling for so long, and would eat and go to sleep soon. First, she updated me more about the situation there and all seemed well.

Once back here we worked on some new projects, marketing, and sales. Since we moved the project from here to IJ Suzhou, sales for the month are now down, besides it being the summer which is often slower, and I am concerned as I always am when things are like this. I try and keep it in perspective, but the moment that business starts slacking I look for ways to economize, and this starts taking over a great deal of my thinking. Things are excellent overall, and I have to center on that. You would think after almost 40 years I would be able to do that easily, but the dark cloud of not covering costs has never been an easy blanket for me.

One of our customers in China asked us to be a distributor for their supplier in Canada. It is an extremely unusual product that sets off an alarm when there is too much moisture in a telecom cabinet. It looks like the part will not work on its own and we will have to come up with a few ways to modify it to make it function by itself. I am not sure if the customer will like or use it, but our team loves working on problems like this where something doesn't quite fit what is needed, and we usually come up with a way to modify it that works. While our ideas are not used all of the time, our suggestions are used enough that we keep offering.

7/23/15

9:23am DST - Summit Hospital Center

I am here checking out a new doctor. My appointment was for 9:30. I was 10 minutes early. I will give him until 9:45, and then I will walk out. I was up at my usual time and heard from Kayla. Things are going well there but something is affecting her eyes, she thinks it may be the powder in their disposable gloves. It was getting worse as we spoke so Rina got her back to her hotel where she washed them out with water. Rina then took her for eye drops and they went to Rina's mom's birthday party. I have only heard from Kay that her eyes are better and I hope to speak to her later.

7/23/15

10:54am DST - My Office, N.J.

The doctor saw me a few minutes later. He turned out to be extremely competent and gave me some excellent information. I always like to have very good people in place before I actually need them. He will now join my team of medical specialists for when I need them, which is hopefully not much and way into the future.

7/23/15

2:03pm DST - My Office, N.J.

There are few worse things than getting a phone call from one of your

kids that they are in extreme pain. Worse still if they are halfway around the world, and that is what happened about an hour ago with Kayla. She has been working at Ideal Jacobs in Suzhou China and apparently the dust from the gloves she was using got into her eyes and she was allergic to it. She was not in good shape, and via the advice of her smart mother I called the hotel in China. They did not have a doctor in-house but took her to a nearby hospital. She was accompanied by their night manager, who was fantastic, to get checked out. The physician gave her some drops and told her to come back tomorrow. I just FaceTimed with her and she did not look great, but was better. As this point she will call me back in a few hours, and if she is not substantially better we will bring her home early. She is obviously much more important than any pieces of business, but I want the decision to be hers regarding what to do.

7/24/15

4:26pm DST - My Office, N.J.

The good news:

The doctor Kayla saw last night identified the problem correctly and treated her immediately for it. A new piece of equipment has been installed for the piece of business Kayla was there to set up, and there was an Ultraviolet Lightening Unit installed in it. Unfortunately, no one understood that the UV light should only have been on for a short while, but it was left on all day and six people, including Kayla got UV burns in their eyes. Kayla was under the light the longest so she got the worst of it, plus burns on her face and neck. Four people went to the hospital. Kayla was there twice and by late last night she was starting to feel a little better, but she still could barely tolerate any light because of an intense sensitivity.

Our plan was to get her home immediately to see doctors here, but she could not bear the idea of going through the lights of the airport, and so we agreed to see how she was this morning. By then, we found out that the others all were recovering, but it was going to take some time. Kayla was doing a little better, so we agreed that she would come home tomorrow. While she has been sleeping we got her a ticket to leave Shanghai in less than 12 hours. Hopefully she will be awake soon so she can eat, pack, and make the two-hour road trip to Shanghai with Rina. It has been an incredibly stressful time for everyone and we all cannot wait until she is home tomorrow night. Wendy will meet her at the airport, and she will come home with us for a few days until she can drive again and is checked out by the eye and skin doctors on Monday.

Meanwhile, I had a lunch meeting scheduled with my friend, Susan and decided to keep it which I am glad I did. She has been a good friend for years and was very kind to listen to me talk about Kayla. Then we moved the discussion to my son, Alex. She was in the clothing/fashion field before going to the jewelry company where she is president. She offered help and offered guidance, so I emailed Alex to call her for lunch or coffee. While this was going on, my bike was in the shop. Both of her gear shifters faltered. They were replaced and some other minor tasks had to be done, and Dan brought her back

to me this afternoon. I use her about 225 times in a normal year, so I want her in the best shape possible.

Our crews here in the U.S. and China have been wonderful, supportive, and concerned about Kayla, and are happy to do anything possible to help her.

7/25/15

5:41pm DST - My House, N.J.

Part of the responsibility of being in command is accepting the possibility of putting yourself and those you lead into harm's way. While I would never do this voluntarily, except possibly to myself, I would never do it for one of my team members or especially my own daughter. I realize I had no way of knowing the potential danger for her and our other five team members in China, but nonetheless, the decision to move the job there and have them install the equipment was mine and therefore all that happens from it is my responsibility. It looks like the five in China, as per Rina, should be okay and I pray the same for Kayla. Still, it is an awesome responsibility both good and bad, and I never forget that what I decide and do affects a lot more people than just myself.

Kayla is due home in about two hours. I am going to get her, stop by her apartment to get some things afterwards, and then bring her back here. I will feel much better once she is home and Wendy and I can both see how she really is and give her a big hug.

I saw my parents today. My father, amazingly, is still holding on. We had a pleasant visit, I told them about the accident with Kayla and they were very concerned.

7/25/15

9:32pm DST

Kay is home, and she is mostly fine. The people at IJ Suzhou are also okay. The world is good.

7/26/15

4:41pm DST - My House, N.J.

I was out early this morning (Sunday). Kayla was asleep on the couch, so I did not wake her to see how she was doing. I had a very pleasant ride outside, came back, and then went to see Uncle Dave for tea. All is well with him and then it was off to see my brother and we had a chance to catch up. It has been a while - he is generally well, and was very concerned, as was Uncle Dave, about what happened with Kayla. When I got home I worked a little more on waterproofing our deck. It is one of the few "handy" things I can do. Then Kay and Wendy were home from errands and Kay looked great. She has only a little light sensitivity left so I am hopeful she will make a full recovery, but she is still going to two doctors tomorrow with Wendy to get checked out. It was then off to the supermarket to buy supplies for when I am grilling outside tonight. Then I took Kay back to her apartment, and she was very happy to be home.

I am hoping to get the first quarter of this year's new book reviewed so that

I can send it for editing. Donald Trump is leading in the race for the Republican nomination for President so far, but there is a long road ahead.

7/27/15

3:52pm DST - My Office, N.J.

The most important thing today was that Kayla went to the dermatologist and she is fine. The eye doctor said she is mostly fine and should be better in another day or two. Fantastic news, and I am incredibly happy, as are Kayla, Wendy, and our crew.

My new book, "The Ideal Direction" is now finished and I carried the first carton of books to my desk, ignoring the warning from my people, and hurt my back and leg. I have come to the conclusion that it is time to give away my tennis racquets so that there is no chance I can be tempted to play again, and I will do so.

Back to my new book, Alex designed the cover and it looks great. Now starts the process of signing about 500 of them for various customers, friends and relatives and sending them with our new "line card" listing our products.

Due to Kayla's perseverance, the 2016 Ideal Jacobs Calendar is already on press and should be out by the beginning of December - a notable improvement over the delivery for the last few years. Kay is still restricted on her work time because of the potential for eye strain, so tomorrow she will edit my book about sales, a printed version, and come in for an hour to go over the genetic testing samples she worked on that we hope will come in from IJX.

I emailed my partner, Ben about my suggestion of us going into real estate together in Xiamen, and he did not say no, so that is a good sign that he is considering it.

The Shanghai stock index was down about eight-and-a-half percent. Things are not solid there, even with help from their government. U.S. Markets are down, also.

7/28/15

3:53pm DST - My Office, N.J.

Kayla was in for a little while today. Her eyes are still not great, but are improving. We also went to lunch, which was very pleasant, and we updated each other about family and business. I miss her when she is away so it is always fun to have her back, especially after the accident in China. I have finished signing books for the IJX sales people in Malaysia and Thailand, and am waiting for the lists from Paulina in Mexico and Igor in Europe. In the meantime, I have about 500 to do for the U.S. and Canada and should be done by Friday. Since Kay is having trouble with light sensitivity in our office, she can edit my new book about sales from home as long as it is not a strain on her eyes.

7/29/15

2:23pm DST My Office, N.J.

There is a heat wave currently hitting our area and temperatures for the remainder of the week will be in the 90's. As always, riding in the early morning when it is hot and humid is pleasant. I have always liked it and this morning was no exception. Kayla was in for a little while, but her recovery up until this point on has been slow. Her light sensitivity is not going away quickly and she is getting a little frustrated, but I keep urging patience, something I often don't have a lot of myself. She will take it easy until Monday. The job she transferred to IJX is complete, and they have sent back finished prototypes. The parts have been checked, look good, and will be sent overnight to the customer. I praised Kayla for having done a great job in a very short amount of time, and she was very pleased.

Business is picking up a little this month, which I hope continues, even though next month is the heart of the summer and a normal time for a business slowdown. More books to sign today, also sales follow-up, and my sciatica is acting up - probably a combination of severe strain and stupid things like lifting heavy boxes. I gave my tennis rackets to Mike for his sons. When a man gives away his equipment, he is done, as I am with tennis. Sad, but I am definitely better off having done away with the temptation.

7/30/15

I came to two conclusions last night. The first was that I was feeling older and a little more vulnerable, and I should do something about it. I also decided that I should get back into fencing, both because I can do it during the winter months and get a good workout, and also because it would force me to use parts of my body that I may be trying to protect because of fear of more injury and pain. I also would like Kayla to get some self-defense training, and she is much more likely to do it if we are doing it together with the same trainer. I then thought of who would be good and I remembered Dayne DeRose, my former kick boxing and fencing trainer. He went on to coach college fencing and has a martial arts studio in a nearby town. I spoke to him today, and he sounded the same, a very cheerful guy. He was happy to hear from me and excited about working together again, and we are going to get together within the next two weeks. If all works out, I will hire him weekly and then see about Kayla joining us. When I told Wendy she said she understood my need to "hit something," but was concerned about if I got hurt once I was done. The odds of getting injured at my stage of life are pretty high, but let's see what happens.

Kayla eyes are slowly improving - still not 100%.

We had an ISO Quality Audit today, our team did great. Sales for the month are okay. The financial news world-wide, as usual, is impossible to decipher. I am hopeful that things will start moving faster again as soon as the summer ends. We are back on the road starting in September.

7/31/15

4:38pm DT - My Office, N.J.

It is the end of the month and we are more than halfway through the summer. Kayla and I have been working on finishing my book on sales and it is going well. We hope to have the copies out to the people that we interviewed on Tuesday. I have also been signing books and working on sales.

We have a customer on the West Coast with an incredibly difficult job that we have been working on for a year. They keep ratcheting up the quality level and today we told them that with the adhesive they chose, that tends to ooze in heat, they have the best parts we can make. We shipped them some samples overnight that were perfect from our side and by the time they got them 24 hours later, some of the adhesive had already migrated onto some of the parts, which they rejected. I finally wrote them today that they had a choice of accepting some ooze or change adhesives. We have not heard back yet, so we stopped production until we do. It is a very big piece of business, the one we just transferred to IJ Suzhou, but the good news is that normally in these situations once I leave for the weekend I can mostly put it out of my mind until Sunday night. Besides, there is nothing I can do about it until they get back to us. If they don't we will try and contact them again on Monday.

Mr. Trump is still surging in the preliminary polls for New Hampshire and Iowa. I look forward to the debates coming soon.

AUGUST

8/1/15

2:15pm DST - On Our Porch

One of my jobs is to try and help young people navigate their way to positions in life to maximize their happiness, wealth, and ability to do good. A friend of mine's niece contacted me for some advice. She just graduated from college and has been working in real estate for the past year. She was about to go to South Africa for a month on a public service project and when she returned she wanted to start fresh. The question was what should she do and where should she do it? Her original expectation for working in real estate was to make a lot of money quickly in commissions and live in Manhattan. Unfortunately the reality of how hard it was to sell and make money, especially just starting out, hit her like a freight train. Although she did have some success, she was not sure where to go from here.

My advice was first to go away for a month and clear her head, and then come back and look for a job where she was not on straight commission to start. Getting at least a small salary would give her a cushion to get started. She should also look for a job that enabled her to be in an office about 1/2 the time, with the balance being on the road, and finally to find a position that she at least liked, if not loved. She was unsure if that was possible, since she has had such a hard time over the past year, but I assured her that the potential was there and that starting out new when she got back would be good for numerous reasons. These include getting a job in a sector she likes better, and finding a smaller firm where she would actually get some daily support from the owner. She seemed much happier after we met.

Meetings like these are very tough, and I hope she has a great trip and does contact me when she gets back. Since I already have Kayla, I have no plans to hire her or anyone else in the sales area for at least a few years and will focus my attention on Kayla. Besides being my daughter, her obvious potential is so high that I want to give her every possible advantage for development as quickly as possible.

Speaking of Kay, my plans are to start going after new customers with her in the California and Oregon areas next month. The sooner we can build it up the faster she will have an option to either spend a lot of time out there or move there permanently if that is what she still desires.

It is beautiful out here on our porch. It is 90 degrees outside, but here in the shade with a nice breeze it is delightful. I will go back to the final editing on my sales book. I have to be done by Monday.

8/2/15

3:44pm DST - My House, N.J., Our Porch

88 Degrees Fahrenheit

I biked early this morning and beat most of the heat. Afterwards, it was off to the Short Hills Mall with Wendy, because I needed travel clothes, and then after lunch we went on a quick outing where I made the mistake of stopping by the plant store. I say it was a mistake because there was a sale, and of course I bought some gorgeous flowers which are now planted here. I put some animal repellent on them, but am not incredibly hopeful that they won't get eaten. They are beautiful for now and I am enjoying them.

I heard from Ben in China that the continually dropping prices of oil and gas, as well as the shutting down of various oil and gas rigs and the reduction or stoppage in new rig construction, are hurting the company that is planning on joining us at the end of the year. He, Steven, and Chen will hear from the owner tomorrow about his projections for sales and profits, and what modifications, if any, of our plans are needed. I am also thinking of alternatives, so I am hopeful that we can still get the job done by February.

8/2/15

6:37pm DST - My House, N.J.

The Chinese government has announced that they will invest a huge amount of money into the infrastructure of their country. This means that the bubble that burst with about 1/3 loss in the value of their stock market will immediately start going up again because of the massive resources that will be injected into their system. That also means that investment will start to flow back in, and the market should rise to its former height by the first quarter of next year and then continue beyond that point. If that is the case, I hope our timing works to ride along with it for further investment.

8/3/15

5:00pm DST - My Office, N.J.

I spoke to Ben this morning when he was in KL. Unfortunately, my fears were realized and the Oil and Gas Company told him that they cannot guarantee any profits for next year because of the tumbling price of oil and gas. That most likely means that the RTO with them is off. Ben has an alternative, a medical products company that he thinks will work well. I am in favor of it but we need to do some preparation first. It is never boring. I am a bit disappointed but not surprised, and I am glad he is ready with an alternative. I also had some suggestions, and Chen is checking options, so we will see what is possible in the next few months. Autumn is coming soon and so is traveling season, and therefore I am planning a trip with Kay to Minnesota in September. I am also going to see Paulina in October. Over the next four months we have to be in a bunch of places, so it should be fun to get back on the road.

Puerto Rico has defaulted on some of their bonds for the first time. The price of oil is below \$50.00 a barrel, hence the termination of our RTO in Ma-

aysia, and the effects of this are being felt all over the world.

8/4/15

3:40pm DST - My Office, N.J.

My book on selling is now out to the interviewees for review, and John Herrmann, who will write the foreword. It feels really good to be done for now.

I have spent the day signing books, and our new Line Card that shows everything we do should be ready by Monday. I want the first wave to go out as quickly as possible to start generating more sales.

8/5/16

9:13pm DST - My House, N.J.

I booked my next trip to Mexico in October, when Paulina and I will go after new accounts. There is a huge amount of selling-related work to be done. Kay did a lot of the preparation for me, so now I can finish up what is needed. Speaking of my wonderful daughter, she is going on vacation for a week, starting on Sunday, to see her friend in Oregon. I will miss her a lot.

I am formulating a plan for Ideal Jacobs in Asia, and I hope it melds well with what Ben and Chen are thinking. I am not bored. Alex has a big design interview tomorrow, I hope it goes well.

8/6/15

3:41pm DST - My Office, N.J.

Alex made it to the next round of interviews for the job he is after. The fourth interview is probably next week.

Our accountant, Gary was in today and checked the first half of the year. So far things are going okay, but we need more sales. We always need more business, which is why I spend so much time on it. Our BuildTak line is up a lot this year, and Mike and Dan have done a very good job with it.

Tonight is a big night because it is the last episode of the Daily Show with John Stewart - Wendy and I like to watch him during dinner. Although he is slanted toward the liberal side, his humor is infectious and he does go after all groups. Also, tonight are the two big Fox Presidential Debates. The six people who did not make the top ten will debate first. Stocks here in the U.S. have been going down, and as usual it is impossible to figure anything out.

8/7/15

3:20pm DST

My back and sciatica are now bad enough that they are affecting me. I am going to the chiropractor today and probably two times next week until this latest downturn is curbed. I had lunch with Elana. My book on relationships is slow in taking form but I am hopeful that I will be done and Elana will have it to edit by Halloween. The first two Republican debates were held last night. No one seems to be dropping out from the results, so the campaign continues onward.

8/8/15

4:15pm DST - My House, N.J.

I went to check out a new synagogue last night. On the way I got a text from Irene that my mom was in the Emergency Room of our local hospital for a potential blood clot in her leg. I went to the service for half an hour since my sister and Rebecca were with my mother, but I could not wait any longer and left early to go over. As it turned out she was okay, and went home last night. I really liked the Temple, the Rabbi, and the congregation, so Wendy will come back with me to another service and if we both like it we will join.

As per my chiropractor, I did not do my long bike ride this morning. I did my usual weekday workout in our basement and then biked outside, but it was a little longer because I went to see if a raspberry patch nearby still had berries on the bushes. I then went to have tea with Uncle Dave. He is well and our usual talk about sales and relationships was interesting. He gave me a signed release for my book on sales, as he is one of the people I interviewed, and I hope he likes the final product. I will check with Ben in China to see if he has anyone who might be interested in publishing it in Asia. There is a big typhoon going through China right now, I hope it misses them.

8/9/15

3:57pm - My House, N.J.

On Our Porch

I am officially ready to go back on the road. I can always tell when that moment occurs because I start looking forward to going away for a while. While I am always happy to come back it is also nice to leave. My first trip of the new season is not scheduled until the first week of September, so by then I should be really ready to go.

I have now called my former fencing instructor twice, with no success to get back together, and start working out again and also teaching Kayla self defense. I will keep trying until I get him. Once I decide to do something, there is little to stop me from success, unless he has changed his mind about training me. Even though it has mostly been a pleasant weekend and I am extremely tired and worn out from the body and leg pain, I am now itching to get back to work and looking forward to tomorrow.

I saw my brother today for tea. It was very pleasant and we talked about family, real estate, and a bunch of other things. Afterward, I emailed him about my getting together with my parents for the Jewish New Year holiday coming up next month, as my sister traditionally has my parents over but will be away this year. My brother can't do it, so I spoke to Wendy and we will offer to bring food over to my parent's apartment and have dinner there. I texted Kayla, and she is on her way to Oregon. Hopefully she can join us for the holiday and maybe the new temple if we do indeed decide to join there.

Mr. Trump continues to lead in the Republican presidential polls. Some of the other candidates are responding by saying he should be stopped, but they don't know how. It is a tribute to the ineptness of the Republican Party that they

allowed 16 candidates to enter the race in the first place.

8/10/15

3:58pm DST - My Office, N.J.

I spoke with Jerry Levey today. He is a long time friend and also one of the interviews for my new book on selling. He called this morning because the release form I sent him to sign was a little too restrictive for him. It basically said that he could never use his interview even for his own people. Since he has his own sales force, it seemed a little unfair for him not to be able to use it locally for them, and so I modified the form and we were both fine. I told him that my partner, Ben was looking for a publisher in China for the book and if it worked and we became media stars, than we could go “on tour” and maybe called ourselves the “Traveling Salesmen.” It is always nice to dream.

Kayla and I are now going to Toronto on sales calls next month, and I am looking for more appointments. The fall calendar is starting to fill up, just the way I like it.

Turning 60 next year has proven a little traumatic, and I just got another jolt today when speaking to one of my financial advisors, when I realized that at 59 1/2 I can start withdrawing from my IRA account without a penalty. Time has moved swiftly, and in most cases, really well. I am incredibly fortunate and I will work hard to help it continue.

8/11/15

4:39pm DST - My Office, N.J.

We finally got some much needed rain, and hopefully we will get more tonight before it ends. Some of our grass is turning brown. I have spent the day working on my next trip to Canada and on pricing. It is not exciting, but it has to be done.

Speaking of Kay, we heard from her yesterday. She has been ‘tubing’ down a river with her friend and the two young girls she cares for during the day, and they had a great time. She sounds wonderful and after her time in China and the hospital, it is just what she needs. Selfishly, however, I want her back as soon as possible, as I miss her and the office is not the same.

I am not getting good vibes from the world market place. China just devalued the Yuan, and commodities like oil are still dropping, as well as many of the world’s stock markets. As always, the solution for us is to sell, sell, sell, to open more accounts, to increase business with the people we have, to reduce our costs, and to use our brains for new products. It is simple, just not easy.

8/13/15

3:25pm - My Office, N.J.

I am officially going crazy doing sales work at my desk, and I am ready for the road. Regardless, I continue to go through our databases (thank you, Kay for prepping it first), and I am sending sample-kits to those who we have not heard from lately. As always, it is boring but highly necessary, and the road

trips are the reward for doing this. We are battling with IJX over pricing the most difficult job we have ever had. I agree it is very tough, but we all have to make money on it, so Allan and I are negotiating and will continue in the morning until we both have a production price we can live with.

The balance of the first printed run of my new book, *The Ideal Direction* should be ready tomorrow, which is good because I am back-logged on sending them out. No word yet from Ben in China if he has found a publisher for my book on sales.

The price of oil has dropped below \$43.00/barrel.

I ordered some left-handed fencing equipment last night, just in case it is easier on my back and leg. I won't know until I start exercising with them, or I may have to alternate sides - I did that in tennis. It took a while to get used to playing lefty, but I learned. It is amazing what you can do when you decide it has to happen.

8/14/15

3:03pm DST - My Office, N.J.

My son, Ben called me today. Interestingly enough, he and I are on similar roads regarding our philosophies of exercise and preparedness. I am starting fencing and self-defense lessons again, and he is figuring out what type of martial arts he wants to pursue. Both of us want to stay in good shape, but past that, to be able to defend ourselves and have a confident feeling of preparedness that we can handle most of the situations that come along. That will include a constant vigilance regarding our surroundings and an avoidance of bad situations which will hopefully keep us both safer, in better condition, more peaceful, and happier overall. I spent the day firming up my trip to Canada. We have been talking about getting more space in our building. It is always exciting to be growing and moving forward, the way I like to be.

8/15/15

1:42pm DST - Our House, N.J.

On Our Porch

I was up early and worked out in our basement, and then rode outside, my normal weekday exercise, which is now in my weekend schedule, also. Today, however, will be different, as Dayne, my old, now new trainer is due here at 3:00pm to start fencing and self-defense lessons. In preparation, I have moved stuff in our basement to give us some extra room. We don't need a lot, however, because all of the drills will be close quartered, as would real life situations if I ever got into actual trouble. I spoke to Wendy, and we will move the cars out of the garage and fence in there. It will be shaded and cooler, since it is already 90 degrees Fahrenheit outside. I have no idea how I will feel afterwards, but hopefully good enough so I can keep going in the future.

8/15/15

6:15pm DST - My House, N.J.

There are good kinds of pain and bad, and what I am experiencing now is a lot of the very good variety. That feeling has been away a long time, since I used to play tennis more than two years ago. This only comes with extremely heavy workouts, and the reward is knowing that you did it and survived. In this case, it was from a combination of extreme exercises, kickboxing, and fencing drills supplied by Dayne. He looked basically the same, although I have not seen him in over 20 years. During that time, he was the head of the fencing department for a well known local university, and had recently retired. My timing in calling him was excellent, since his schedule is now open. One of the best parts was that he is about my age and understands the capabilities and limitations of my 60-year-old body. We both believe that people our age are capable of much more than most others believe, and we are willing to push our limits to see what we can achieve. Of course, I had to be careful with my back and leg problems, but so far, the pain I feel from our 90 minute workout I think is all good and not from damage. I will know better in the morning, but we are scheduled to go again in two weeks - I am away next weekend - and I am looking forward to it already.

8/16/15

**3:29 pm DST Our House, N.J., On the Porch
Currently 91 Degrees Fahrenheit**

It has been a very good day so far. I awoke this morning to major soreness only in two areas of my body, which did not include my lower back or left leg. This was extremely welcome news after yesterday's workout, since trouble in those two areas would have foretold an end to my journey back into fencing and kickboxing. After working out in our basement, it was off to ride outside, which was very pleasant, and the heat was welcome as it acted as an additional lubricant for my various body parts.

After lunch, I went to see my parents. I have been making a big effort lately to increase communication and sociability with them, thank you, Joel Olsteen, a preacher I listen to on Sirius Radio. They are both fine, and to my surprise, after telling them about my session yesterday with Dayne, my dad may want to hire him to help build up the strength in his legs. If you saw my dad in his emaciated state, you would think, as I did, that the last thing he wants to do is exercise, but that is my father. He will fight until his last breath leaves his body. Therefore, right after we spoke, I texted Dayne to call him. We will see if anything happens between them. I also spoke to my brother, who was back from a wedding of his grand niece this weekend. They had a great time. I also spoke with my sister, who is also well, and therefore communications with my immediate family were happily completed.

I also texted with Elana, she is at a party for her relatives and we may have lunch tomorrow. Within the next month, I hope to be done with the first draft of my new relationship book, and then we have to start editing. Actually, since

she is working for Ideal Jacobs, I plan for the bulk of the editing to be done by her. We will see how that plays out. On the way back, I checked the plant store. It seems that my problem with deer, rabbits, and groundhogs is normal. Therefore, I will give up until next month when some of the fall plants that they should not like are available. Wendy is out for now, so I will work on my book. As usual, it is calm and beautiful back here, but the heat may drive me inside.

8/17/15

12:55pm DST - My Office, N.J.

One of the hardest parts about producing new books is finding a good editor. It might seem simple, you simply send them your manuscript and they correct it for grammar, spelling and general composition. Sometimes it is, other times it is not. That is the case for my new book about relationships. I have been working with Elana for the last few months, getting the best type of format, which I think we now have. It consists of small chapters that address a specific question or issue. I usually give an example from my life to illustrate it, and then my philosophy on dealing with it, either supplying rules or questions and answers I believe apply. It sounds simple, but it is not, because all of my experiences and advice don't always fit a nice neat format. That is where Elana comes in.

After battling it back and forth this morning, we have agreed that she will now print out what I have done and put the chapters into a coherent order, and we can then proceed from there. Sometimes I go off into tangents and her new format should stop that from happening. I am not sure how much work she has planned for this, but I am going to push her to make it her primary work for Ideal Jacobs. It will take a few months but I think the basic book can be done by Thanksgiving, and then we can go after finding a literary agent to handle it. I am serious, I want this to be published by a formal publishing house, and I would like to do a media tour for it if it is deemed so worthy.

8/18/15

3:24pm DST - My Office, N.J.

The heat wave here continues. It is currently 91 degrees Fahrenheit here. Kayla starts home today and should arrive back in New Jersey early tomorrow morning. I greatly look forward to having her back here. Elana was in for a working lunch and my book on relationships now has a schedule for the first 20 chapters and what happens after that. The plan is to take that first section and get a literary agent who can then guide us through the balance of the process.

I have been working on my trip to Minnesota, which at this point is down to one company, so I emailed another in Wisconsin. I will check both before making any actual reservations. More work on getting my books and sample kits to those we have not been in contact with for a while. We have a large database and it is a huge undertaking.

8/19/15

2:23pm DST - My Office, N.J.

The takeover of Ideal Jacobs (Malaysia) Berhad was called off today. The Oil and Gas company that was going to buy the structure of our company and was stopped because of the worldwide glut of oil and natural gas and the corresponding reduction in their sales and profits. That sent our stock price to close to a 52-week low, and it will probably go lower tomorrow. It is very disappointing since both Ben and I were looking forward to being private again. We've lost two years in the process, but sometimes these things work out for the better, so we will wait and see. Ben is already working on pursuing new deals with other companies, so I am hoping we can still do this sometime in early 2016. More work on trips and sales.

8/20/15

4:28pm DST - My Office, N.J.

One of the toughest parts about being the boss is the continual need to monitor sales coming in, the profits being made, and the amount of money going out. Since labor is one of our biggest expenses, I am continually watching monthly regarding whether we are making money, and if not, I will need to decide whether we have to start cutting back. It is like being on straight commission in the old days when I knew months before how much money I would be making, and if it was a good amount, the breath of freedom it gave me motivated me to work even harder and take more chances. It is the same now. When our monthly sales go over the break-even number and I know we are clear for a while, it is a great load off my shoulders. For anyone who thinks being in charge is easy, they should fire or layoff a few people and see what they think afterwards. It reminds me of something my father told me when I was a young boy working for the day in our old plant in Manhattan. I had playfully told a worker that he was fired, and my father sternly reprimanded me and said never to joke about anyone's livelihood. He was right then, and it is true now.

My book about sales went today to my friend and attorney, John, for him to review it and write the introduction. After that, we will typeset the book, finish the cover design, and look for a U.S. publisher, but we will probably have it translated into Mandarin immediately in case we want to market it there.

Work on the relationship book continues. It has been fun writing it. Donald Trump is still leading in the Republican polls. Vice President Joe Biden is considering a run against Mrs. Clinton, life in U.S. politics is rarely dull. World stocks have been sliding, and as always, the only recourse for us is to keep selling and to go into new product lines - the same solution since we began in 1921. We sell our way out of whatever happens, and it has worked well so far.

8/21/15 - 5:41pm DST

Our friends, the Levey's House in the Berkshires, Massachusetts.

Laurie Levey is one of my oldest friends - we first met in third grade. I met her husband, Jerry in high school when we were both on the soccer team.

I have liked them and we have all been friends, including Wendy, for many years. We like spending time together. They invited us to their home here in the Berkshires, and we arrived early this afternoon. It is a very nice place with a large tract of land. When the girls went off to a nearby town after lunch, Jerry and I took his ATV (I had never been on one before) to try and re-plant a tree that had been pushed down by a storm. While we were not successful in righting the tree, we had a great time trying and then went out for tea. He is also in the printing business, third generation and we have had a good time talking about our industry and companies.

I just heard from Kayla. She has left work and is going up to Connecticut to see some friends she met while living in Thailand. She sounded wonderful and I am sorry I did not get to see her today.

Stock markets continue to go down worldwide.

8/22/15

9:28pm DST Alford, M.A.

At the Leveys'

I was up at 4:15am, and after doing my band workout I started out on my bike at about 6:10am. I figured out how to work the GPS on my phone, not an inconsequential achievement for me, and this enabled me to monitor my progress. It was a cool, crisp morning and as I rode I passed some farms. There were cows and I saw a flock of wild turkeys. It was a beautiful ride and I was back at the house by 7:30.

The rest of the day was spent eating, writing for my new relationship book, and relaxing. It was very calm and the conversation between the four of us went smoothly into a myriad of topics. Dinner was at a local restaurant. The food was good and now I am going to get ready for sleep. I have been trying to keep the stock market plunge out of my mind, but am still monitoring NBC News and Bloomberg to see what they have been reporting. If the markets continue downward it will certainly affect us.

8/23/15

7:30pm DST - My House, N.J.

Tomorrow's preliminary stock numbers from Asia are not good. If my theory is correct, the Chinese government will do anything to stabilize their economy because the only true threat to the current regime comes from the potential for a massive rebellion of their citizens. That, I believe, would not come from reducing their personal liberties. Instead, this could happen if their economy was no longer growing, and takes away the chance for rapid, individual financial advancement. Therefore, if the government continues to show a continuing decline in numbers for their growth, they will have to do more. For example, they might devalue their currency again to offset a reduction in domestic tax receipts and go for more exports, which will happen if their goods are less expensive via a cheaper Yuan.

I slept until 6:00 this morning, which meant I had time for my band work-

out but not for biking. We had a very pleasant breakfast with Jerry and Laurie, gave them our thanks for a great weekend, and were home before noon. After a quick snack I was out biking, which was a little on the harder side since I was already tired and it was hot, but I had a good time, anyway. I was still able to meet my brother, albeit later than usual, and we had fun catching up on family, business news, and the world. Then, it was over to Cliff and Barb's for dinner, and a financial conference to get ready for a meeting we have in Manhattan tomorrow morning.

I am concerned about the world, but that is normal, especially for a Sunday night.

8/24/15

3:50pm DST - My Office, N.J.

The Dow Jones Industrial Average dropped more than a 1,000 points this morning, recovered somewhat, but ended badly for most of the world, and even worse in China. What does it mean for business in general and us in particular? As always, I have no idea, because we are only getting a small part of the actual information. The Chinese government tried to stop the rout on their markets but was unsuccessful. My guess is that they will try again when the markets open back up tonight. The Ideal Jacobs (Malaysia) Berhad stock price is down to .125 Malaysian. The Malaysia dollar is trading 4.15 to the U.S. dollar. I have all of these numbers flying around in my head and I am trying to make sense of them.

More training for Kayla and planning for my trip to Canada next month - the appointments are almost done.

8/24/15

9:37 DST - My House, N.J.

I seem to be experiencing a bit of an older life crisis. I am going to be 60 years old in a few months and the enormity of that number seems to be hitting me much harder than I expected. I have been extremely fortunate throughout my life, although some of the things I hoped to accomplish, like to become a billionaire (a crazy dream to begin with), are obviously not going to happen. I need to wrap my head around what is possible during the additional two decades plus that I hope to be working, so that I am not in a continual state of frustration and unable to enjoy things as they happen. Realistic expectations are a good thing, and planning is paramount, so I need to set up actual goals that are doable and will maximize my own potential and that of everyone around me. It is time to get real about what is possible, and maybe that is what is bothering me - not everything still is possible.

Mike the Driver was in today. He needs work, so we worked out a marketing plan for him to go after nursing homes and get business from the people there who need rides to doctors and family functions. He is also going to put an ad in the local newspaper. We will see what works and then re-assess what can be done.

8/25/15

7:48pm DST

I believe it was Benjamin Franklin who said, "Necessity is the mother of invention." I would like to modify that saying to include a good dose of panic. We have a job that utilizes "pad printing," a process that prints an irregularly shaped object. We have a press that we are using for that job but it is not very fast, and as of last night I was in a panic that we could not get the job done in time. With the help of our team, however, we were able to re-engineer our production by adjusting our lasers to create new tooling. We believe we can convert the job into a much faster screen printing process. We will test it tomorrow, and if it works it will hopefully speed us up a great deal and take the bulk of the work off of Vinnie and back onto our production staff. Without our incredibly good art, laser, printing, and finishing people, it would not have had even a chance of succeeding. I am very proud of them.

While this was going on, Mike and Kayla were at one of our ink-jet printing suppliers, checking out a machine that could also potentially do this job. As it turns out, it probably won't work, but it was good to learn its capabilities, and we might buy one anyway. It also gave Kayla a chance to learn more about the technology we use, so we will move her partially inside for a while so she can learn more about what she is selling.

The Shanghai stock market went down a lot again, as did U.S. markets.

8/26/15

2:23pm DST - My Office, N.J.

We are running the large, irregularly-shaped job and so far it seems to be going well. We have a lot of people on it, including Kayla, and we are ahead of the schedule we originally gave to the customer. I saw Elana and she gave me the first ten chapters of my relationship manual back with lots of changes. This is going to take a while, and the whole thing may take six months to actually complete. I have finished the trip preparations for Canada and have moved onto the next one for Mexico. Trying to sell when the world markets are this crazy is both an advantage and a hindrance. People are always looking for better, faster, and less expensive ways to do things – we just have to get our products in front of them to have a chance. So far today, the Shanghai stock index is down again, and others have moved upward, including here in the U.S.

8/28/15

4:29pm DST - My Office, N.J.

Whenever one of my employees wants to "talk" to me, the odds are that they want to discuss one of the following topics:

1. Need a loan
2. Have a complaint
3. Are in trouble
4. Want to leave

In this case, Dan, our young man in charge of the 3D printing sales area, just gave his two weeks notice. He wants to get out of New Jersey and go to California. He has no further plans than that, and as Mike and I agreed later, if that is what he wants, then that is where he should go. In the meantime, we need to fill the hole that has been created, and after talking with our team, the general consensus is that Bernadette (“Bernie”) should transfer over to that area immediately to learn the technical parts and Kayla will help with the sales. I have total confidence in both of them to handle these extra responsibilities. Things are constantly changing, and those with talent and drive can move up - it is what we like to see.

The big imprinting job is almost finished, and our crew has done an awesome job. The next part of it should be here in about two weeks, so we will shut down that operation until they arrive.

The U.S. stock market has rebounded somewhat but is still down about a 1,000 points from its highest level, and it could be a while before it gets back up there. The price of oil is starting to rise again based on good economic news from the U.S., which seems to also be settling the markets.

I called for a haircut appointment last night, and when I got there two people were ahead of me and my appointment obviously did not mean anything. So, I walked out in anger. I then called my wife, who said I had time and should go get it done, so I went back. The barber was very apologetic about screwing up, so it ended well, but I know for the future that what they say in advance probably does not matter and I should know not to count on them too much. It only takes one time for my trust to be shaken, and twice to break, almost never to be mended.

8/28/15

1:15pm DST - My House, N.J.

On Our Porch

I met Uncle Dave today for tea and our conversation turned towards sales. I was talking about my new book coming out, the one where he is interviewed, and how I wanted to be able to spread the ability to sell to as many people as possible. David asked me if I thought that ability to be innate in a few or was it in everyone, and I said it was highly selective. If that were so, he asked, what type of roadmap could I construct to bring those who had the ability to a place where they could utilize it?

I spoke about how I was working with Kayla and using the "outside/in" system I developed, which focuses on looking at other people's behaviors often, focusing on our relatives and her friends, and analyzing them. The idea is that most people do not do what is in their own best interest because they are blinded by emotion, previous experience, and their viewpoint of the world. If Kay and I can discuss those close to us, the benefit being we already know them well, then we can start out from that common base of information and experience. We can then much more easily separate out various emotions like fear and anger that are clouding their judgment as to the decisions that would

make better sense for them.

Once Kayla can do this process for relatives and friends, then it is a short jump to be able to do it for our employees, customers, and everyone else around her. From that point, it is an even shorter distance to then go inside herself and do the same - to find out why she acted in the way she did, even if it seemed counter to an outside, non-emotional point of view. In other words, go outside and see others for what is really happening with them so that she can then do the same for herself. While her inside view is becoming clearer, she can utilize her better vision outside, keep the journey going out and in, and gaining a continually better field of clarity. In this way, not only will she be able to serve her relatives, friends, customers, and fellow employees much better, but she would gain the benefit of being able to step back and assess herself to continually improve in the areas she chose. I am fully aware that this process is much easier said than done, but I have also had the benefit of working with Kay for the past nine months. We have used this method of talking about our close relatives and why they continually seem to make incredibly bad decisions not only for themselves but everyone around them.

I realized early that all relationships are the same, that selling is based on them, and the study of one is the study of all. By being able to start stripping away emotions like fear, jealousy, anger, rage, entitlement, and pettiness, it leaves open the ability to see positive emotions like hope, love, ambition and desire to grow. Quantifying this over the long term, it will be relatively easy. The people involved will be happier, more successful, and much more able to accept change. Of course, they have to go through the hard parts, which include being able to figure out which people really mean what they are saying, identifying what is in their best interest, and then subjugating what you want until they at least get a chance at what they want. This is an exceptionally brutal process and it takes a lot of time, but the good news is that the positive results happen quickly, so I have to make sure there is some good reinforcement in both the short and long term. I think a framework is needed - a structure of what I want people to achieve, a timetable, the potential results, and checks along the way to make sure the process is working. Time to start working it out in my head.

8/29/15

9:29pm DST - My House, N.J.

There are a few essential traits you have to have to be in sales, and the first is to be able to "read" people within the first 30 seconds you meet them. In other words, your initial impression regarding their honesty, reliability, intelligence, drive, and worth has to be right at least 97 percent of the time, because every action you take will be based on it. If you can't do this, then partner with someone who can or find another line of work. Otherwise, you will be destined to either be continually late because you can't make up your mind regarding those essential traits of your potential clients, or much worse, you will keep making mistakes that will eventually make you worthless. How do you

know if you have this ability? The odds are good that you already know from past experience. If you are able to get a good feel as to the worth of a person and history has often proven you correct, you can safely assume you have it and move forward.

Let's then make the assumption that you have "it" and move on to what other essential traits you will need to make it in sales. The next trait is the ability and willingness to move forward, even if you might fail or even worse, are made to look like a fool. How strong is your ego? What life lessons have already forged your ego into steel so that you can withstand the huge amount of rejection you will receive?

8/31/15

4:25pm DST - My Office, N.J.

Since Dan resigned last Friday, both Mike and I spent the weekend separately figuring out the best thing to do. Happily, we came to similar conclusions and this morning we promoted Kayla to the new position of Manager of Business Development. She will split her time between our 3D printing peripheral development and building our standard customers. Bernie will help take over the customer service and order write-up for BuildTak, which means she will be stretched a bit, but if we need to hire a clerk to take up the slack we are okay with that. She and Kayla have been working with Dan all day getting up to speed. Kayla is also excited, because with her new job comes a lot more travel for trade shows and sales, besides coming with me. As time goes on, she will eventually take over all of the trade show responsibilities and relieve Mike, since he has too much on his plate. Change is a constant, and most of the time after the initial shock it brings we embrace it and go with what needs to be done, and this is often better than what was going on before.

Kayla joined the Cornell Club in Manhattan. It will be a good place for her to network with other graduates. We are planning for her to bring Alex as her wing man, for protection, and also so he can market himself.

SEPTEMBER

9/1/15

3:54pm DST - My Office, N.J.

I was able to bike outside this morning. We are in the midst of a heat wave, but it was early and not a problem. I have added some exercises that Dayne gave me, which has taken some extra time, but so far that has not caused a problem. Erin Gorin, the wife of Jeremy, a very good friend of my eldest son Ben, was just in. She is taking over as one of our editors and is working on my sales book. With her help we should be ready to go to press the end of this month. As soon as she is done, we go after a literary agent.

We are now prototyping our new steel BuildTak parts and they should be ready by the end of this month. Kayla will set up the Beta Test program, which will not only get us needed feedback on its ease of use but also about potential customers. The spatula prototypes should be here by the end of the month, and Kayla will do the same with those. She seems to be fitting into her new position well.

Stock markets around the world were generally low again. Overall, there is a lot of negative “mojo” out there. We will keep selling.

9/2/15

6:42pm DST - My House, N.J.

I was out on my bicycle this morning, on the first day of school for our town. A bus stopped in front of me and a mother with two kids was there waiting. As one of the kids got on the bus she introduced herself to the driver, got his name, made sure he knew her child's name, and then began taking pictures. She asked if her daughter was first on the bus and the driver nodded. In these few moments she identified the driver, he learned who she and her child were, and he got the not so subliminal message that this mother cared about her child and was watching out for her. A very smart woman and good mom.

Kayla's first full day as a manager went extremely well. We had various meetings with Mike, Rich, and others to go over her new responsibilities and the power that went with them. Very happily, she will be relieving Mike of almost all of the work regarding marketing and promotion, which will give him a good chunk of time to work on other things. Almost everyone seemed happy with the transition, but since I am not running a popularity contest, if anyone has any problems with where we are going they can voice their disagreements. They will be heard, and if I choose not to agree, they always have the option to leave. Very few people have left voluntarily over the past 20 years. We run a very efficient, positive, clean, and happy organization.

9/3/15

4:17pm DST - My Office, N.J.

Whenever anyone leaves our company, it gives everyone left an immediate impetus to re-check what they were doing, how they were doing it, what they could do better, and who should be doing it now. With Dan leaving for California, it has created a need to not only elevate Kayla to be in overall charge of marketing and promotions, but also move Bernie, Rich, and Eileen in to help with production. Igor and Dave will help with the technical customer back-up and we just re-hired their brother, Mike to take over a combination of all of the above. The 3D printing peripheral area has grown a lot over the past year and has become an important group for us, especially with the two new products we already have set to launch before the end of the year. It is a great place for all of them to learn a new area, excel in its development and deployment, and continue to keep us in the front of the developing technology.

We got an email this morning from a spinoff company of Alcatel-Lucent for some labels, and since they were nearby, Kayla and I went to see their engineer in person. It is fascinating how sales meetings are different depending on where they occur in the world. In the U.S., they normally do not last long and Kay and I were in and out within 15 minutes. It was a very good call with a lot of information exchanged, but it was all business, pleasant, and quick - similar to the way things go in Canada and Mexico. If the same meeting had happened in Europe, it probably would have lasted about half-an-hour longer because there would be more talk about our company, other customers, and what was happening with their organization. In Asia, it would have been longer still because it often takes longer to get to the business part there, since the focus is more on the relationships between people, and that has to be firmly set before anything else can happen so, it probably would have lasted at least 45 minutes to an hour. None of these ways are right or wrong, they are simply based on the customs of the individual countries, and if you want to do business you need to know what is good etiquette and normal procedure before going in. That is why I like having Ideal Jacobs people "on the ground," so they can not only make sure we get to where we are going on time, but can also guide us as to what is the correct way to do business.

There is a huge immigration problem going on in Europe, with refugees from Syria and other countries looking to leave their homelands by the hundreds of thousands. It is an impossible problem and I am not sure how they are going to handle it. Meanwhile, the Republican presidential candidates here in the U.S. seem to be leaning towards supporting the building of a huge wall across the U.S.- Mexico border to keep out illegal immigrants. One even suggested it would be good for the Canadian border. I think both of these ideas are insane, but our political system seems to be catering to extremists on both the liberal and conservative sides, so I don't know what is going to happen.

9/4/15

4:12pm DST - My Office, N.J.

It is the day before the Labor Day Weekend begins, and as normal things have quieted down. Most of our crew has left for a well-deserved holiday, and I will be out soon, myself. We are working on the packaging for the new 3D printing spatula tool and we need some special paper stock that we did not have on hand. We called Harmon Lippe from Paper-Mart, a company we have been doing business with for over four decades. Harmon and I go back almost 40 years, and since Kayla was available, I sent her up to see him - not only to get the paper samples, but also to meet with him and see Paper-Mart's operation.

I will continue going through our database with Kayla's help, and deciding on who needs sample kits and/or my new book with our new "linecard" descriptions of our company capabilities. I am now in New Jersey, and since my schedule is crazy, over the next two months I will use that list to continue to see customers for day trips since I don't have time for overnights. Kayla will join me when possible, since there is no better way to learn than going to see the customers with me.

One of our customers may need a huge amount of cut pieces of fiberglass material, and we got some samples in today. After Rich and I handled them, we suddenly started to get "itchy," which we found out was normal around this material. Although not a health hazard, it is still very unpleasant and I am very glad I found out before we submitted prices - I added more in for special clothing and handling to keep our people from having problems.

9/5/15

8:94pm DST - My House, N.J.

Kayla came to me a few days ago and calmly told me that I had more books that would be ready for this year than we would need for our marketing. My normal "journal" book is just being released. Then we will have the calendar mailing for December, and that will do it until next summer. This means that my book on selling that is almost ready for press and my relationship book, which should be ready in a few months, cannot be self-published and released to our company database - at least not now. It seems to me to be a signal that both should go through formal publication. A whole new road to move on.

9/6/15

9:55pm DST - My House, N.J.

It is the Sunday of Labor Day Weekend here in the U.S., and I have spent the last two days exercising, biking, editing, writing, and spending time with my lovely wife. I had an idea this morning and emailed Ben in China about it. It occurred to me that since both the financial markets and history always go in cycles, maybe it is time to bring back the idea of a conglomerate. For instance, Ideal Jacobs (Malaysia) Berhad would buy a multitude of other non-related companies with the idea that the sum of the total would be more than

the individual units. Obviously there would be gains from the combining of certain tasks and with having the ability to raise funds in the public markets. My partner Ben was not thrilled with the idea, I then dropped it.

9/7/15

4:59pm DST Labor Day - My House, N.J.

It was very hot here today in the 90's F but I got my workouts in early so it was not a problem. Alex came out from Manhattan and we drove to Jess and Joe's for their annual Labor Day Pool Party. It was a lot of fun, Kayla met us there and we are now back and settled in for the evening. One of our neighbors is un-characteristically having a very loud party up behind our house. I hope they calm down within the next few hours because if they interrupt my sleep I am not sure what my course of action will be.

I got an email from Rich that our big digital press was down again, and that we should make a decision about whether to buy a second one as a backup. We have a lot of work going through it right now and can't afford it to be stopped. On the other hand, I have not budgeted to buy another unit this year. Such are the decisions of a manufacturing plant owner.

Austria and Germany are now taking in a lot of the people leaving Syria, so that problem seems to be under some sort of management, I hope they can accommodate everyone who has a problem.

More and more people my age are talking about when they are going to retire, and I am not joining them. In fact, I am doubling down by increasing my exercise and trying to build up our business worldwide instead of winding it down. I know what I want and retirement is not it.

9/8/15

4:05pm DST - My Office, N.J.

The heat wave continues, and it is 95 degrees Fahrenheit. I took Kayla shopping this morning for more clothes for work. By the time she finished college and went to teach in Thailand she had almost nothing suitable, so we are replenishing her wardrobe in stages.

We are still having problems with our digital press, and the repairman is on his way back here now. If he can fix it, I am not sure how late he will be, and we will start running again in the morning. We are negotiating buying a second press since we can't be down like this, but the more problems we have the angrier I am getting.

No word on whether Vice President Biden will run for president again, and the overall race continues to be very interesting.

A Kentucky Court Clerk has been released from prison after she was found in contempt for not issuing marriage licenses for gay couples. The law says that she is supposed to do it, she was sworn in to support those laws, and she is violating her oath by not doing so. If she wants to keep protesting I would suggest she go back to prison. If she refuses to do her job, she should go back to prison or resign, and I have no sympathy for her situation. One of

my sons is gay, and the thought of anyone refusing him the basic rights that are due to all Americans is repugnant to me. I applaud all actions to make sure that those who do so are dealt with swiftly, forcefully, and to the fullest extent of the laws they are violating.

The U.S. Stock Market was up sharply again.

Our new editor, Erin is busily working on the final changes for the sales book. Once done they will go to galley's and be put into the final format with the cover that Alex created. Then she will probably start work on my new book on relationships. She picked a good time to start.

9/9/15

3:04pm DST - My Office, N.J.

More marketing, selling, and working on the box for the new 3D printing spatula project. I am looking forward to going back on the road next week with Kay.

9/10/15

4:37pm DST - My Office, N.J.

It is finally raining here!! We have had a drought and the moisture is very welcome.

Whenever I go to Bell Laboratories (Alcatel-Lucent) in Murray Hill, I am always in awe as I go into their facility. So much of our country and our world's technological advances either started or were improved here, and it is truly a place of intellectual wizardry. I was there to have lunch with the current buyer of our products. I have known him for more than 30 years - he is also a mechanical engineer and did design before this new job. He is intelligent and hard working. The two of us sat at lunch trying to figure out where his company, currently being bought by Nokia, is headed, and how he and the rest of the North American group will be changed within the next two years.

Two days ago my niece Rachel had a baby girl! Her name is Adina. Mother, daughter, and family are fine.

Alex is in California working on a free-lance project.

9/10/15

6:59pm DST - My House, N.J.

Erin was in today to start converting the final copy in galleys so it will be ready for press. It is a pleasure to see a young person with drive, good manners, and a lot of intelligence, and I have already set her up to start working on my relationship book as soon as the one on sales is completed. She will be under Kayla, so hopefully we can also use her for other areas. I want Kay to begin putting together her own team so that she not only has more help, but also gets the experience of running a group and putting a first rate section together.

9/11/15

8:31pm DST - My House, N.J.

Today is the anniversary of the three sets of 9/11 terrorist attacks in 2001. Various memorials have occurred, and I always remember the two people I knew who died. It was a very difficult wake-up call for everyone. The various wars that followed have done nothing to lessen its impact. In some ways the world is the same, and in others it is very different. I hope that eventually we can all learn to work and live together, and as I have said, I believe the only way for that to happen is for people to universally have a path to better themselves and take care of their families. To that end, my main job is still to create more jobs, and I hope that I can continue on that quest, however successful, for a long time to come.

Kayla has already been promoted to Manager of New Product Introduction, but she still wanted her review. What I found interesting was that she was not there to talk about herself, rather her view of what should change in our company to make it better. Her suggestions focused on spreading out some of the responsibilities of our senior staff so that more people can participate at higher levels with more authority. I am very glad she did and I will endeavor to ask others during their reviews the same question.

9/12/15

8:20am DST - My House, N.J.

It has been an amazing day so far. I woke up to an email from Ben in China saying that we needed to talk. We did indeed later, about a potential new partner coming into Ideal Jacobs (Malaysia) Berhad, which would be great if it can work out. I exercised in our basement, had breakfast, then went for a bike ride. Once back and after a shower, I ate and went to see my friend, David. Our usual Saturday morning meet up was pleasant, with nothing of especial moment spoken about.

From there it was back home. Dayne came over and we worked out in fencing. I am learning *Épée* and enjoying the new, heavier weapon. Afterwards, we went target shooting at my club. We met my friend Sal there and had a very good time shooting my rifle and shotgun, and Sal's pistol. The club is beautiful, especially this time of year, with the leaves starting to change. As it turns out, Dayne has an excellent shot. No surprise, since he is a professional athlete with amazing hand-eye coordination. Once done, it was back here, where we need to get some paperwork from our accountant signed and emailed, so I went to the office to finish that off. Then, it was back here, where I had a quick dinner of good left-over's, cleaned the guns, started packing for our Canadian trip on Wednesday, and am about to take it easy for the rest of the night. As I said, a very good day.

9/12/15

9:36pm DST - My House, N.J.

I am finding a particular symmetry between fencing, shooting, and kick-boxing, to such an extent that I ordered a left-handed Epee sword. I am determined to learn from the left instead of the right side. As with tennis, where I learned to play lefty, I have no bad habits on the left side with fencing and can start from scratch, learning the correct way. Also, since I shoot lefty, I have the feeling that my hand-eye coordination might be better as it was with shooting, and I may end up better from that side, anyway. Besides, since I am right-side dominant in many things, the more I can learn using the opposite side, the more even wear and tear on my overall body.

Elana was in yesterday with more changes in the relationship book. This is the part of the writing process that I am not thrilled with, which is re-writing and editing, but since I agree with at least half of her comments, it is worth it for me to move forward. Besides, the sooner I do that, the faster we can go after a literary agent. Erin read part of this book when she was in the office and liked it. Like most people, I always love positive praise.

9/13/15

4:38pm DST - My House, N.J.

For the first time in probably 27 years, I will not be leaving dinner early to run the High Holy Day ushers at my former temple. I have not given any thought before to how I had to leave Wendy alone during this and other times for this job. After she mentioned it, the guilt of not even considering her feelings came down on me like a great weight. With that in mind, I am staying home with her tonight. Cliff and Barbara are coming over for dinner, and tomorrow my wife and I will sit together for the service at our new temple and then leave together. I feel badly about leaving her alone all those years, even though I was doing a good deed, and am glad I can start righting that wrong tonight.

Elana came over this afternoon, and brought me some muffins for my supplies for Wednesday's trip. She, too, is undergoing a huge change. This is the first time that she is not going to New Year's Services that she can remember, and since she is no longer married to a Rabbi she does not have to be there for this or any other service. It is a strange journey for her, and one she also has to get used to.

I think I am over my "60-year-old crisis," but both Wendy and Elana think more stuff is coming, especially on the actual day of my birthday. We will see.

9/14/15

9:12pm DST - My House, N.J.

Today marked the first High Holy Day morning service I have actually attended in at least 25 years. My thanks to my wonderful wife and our friends, the Levey's for being there with me. The service went well, was peaceful and calm, and I got through it without a problem. There were no calls from our old

temple, so they obviously got along fine without me. After it was completed, I took my bike to the repair shop where I found out that the reason she was having gear problems was that she was loose-fitting to her frame. I am glad I got here when I did, because it could have been dangerous had I kept riding her as is. I was able to pick her up a few hours later, good as new, I hope. Afterwards, Wendy and I took dinner over to my parents. It was a pleasant time, although my Dad is down to 115 pounds. We were home before 7:00pm.

9/15/15

4:23pm DST - My Office, N.J.

After my normal inside workout, I rode outside in the cool, crisp, pre-autumn air, and it was wonderful. Thinking back to last night with my parents, I don't think it could have gone better. I always wonder if it is the last time I will see my dad. If that is the case now, it was a good way to end.

There comes a moment in trip preparation where basically everything is done, at least until I get home, so I am now calm. I spent the day getting ready and also doing sales and marketing. Mike and I priced the spatula so that it will be ready to Beta test here in the U.S. at the end of this month and actually sell in Europe next month. We are anxious to see the reaction, since we have 5,000 units coming in soon. We will also be Beta testing the new spring steel product at the same trade shows. Again, we will be watching to gauge the interest. If both do well, we will pour more resources and effort into it, and if not we will have to re-evaluate and try and sell them again another way.

Erin was in, she should be done with the sales book by next Tuesday. John, our attorney from Washington will have the introduction ready by this Friday so that the Mandarin translation process should begin the end of next week. Donald Trump and Bernie Sanders continue to dominate their perspective parties. It has already been a fascinating campaign, and it has barely begun.

9/16/15

5:05am DST - Newark/Liberty Airport, Newark, N.J.

I was up at 2:45am. Mike the Driver, as usual was early, as was Kayla when we picked her up. We went through check-in and security without a problem. We have an extra call in Toronto if we can work out the logistics of getting there when the customer can see us. Nothing happens until we are with the Canadian driver, so I will work on the relationship book in the meantime. Ben emailed me about going to Sweden for a first-time call on Ericsson, and I would like to go but it depends on when they schedule it next month.

9/16/15

2:14pm - En Route to Vaughn, Canada

We arrived on schedule, had my suitcase, and were through Canadian immigration in excellent time. Our driver for the day, Jeffery, was on time and we were able to fit in an additional sales call to the front in our schedule to one of the local contract manufacturers. The call went well. We were there about ten

minutes and then it was on to Celestica, which is a big customer of Ideal Jacobs Xiamen. The buyer there was highly interested in our willingness to do short-runs of unusual parts covering all types of metal, adhesive, plastics, gaskets etc. They get requisitions from their customers, and unless all of the parts are quoted they can't be considered, so a company like ours that can move incredibly quickly both in quoting and delivery is critical for a company like theirs.

I got an email from an old business friend who wanted to see us. We had enough time to zoom over and had a conference with him and two of his people. They have a new medical product that they are interested in producing and marketing, so we can hopefully be a part of that.

After a quick stop at Starbuck's, our second of the day, we then went to a lighting customer who had two potential pieces of business. They will send us drawings. In addition to being wonderfully pleasant, Kayla has been participating in the calls, a huge plus, and I am very glad to have her along.

I heard from my son, Ben. He is planning to branch out as a personal trainer to supplement his freelance sound work. Since he is so much into physical fitness, it would seem a natural progression for him and I hope it works out well.

9/17/15

4:31pm DST - En Route to Toronto

Our last call was to a company that makes telecom systems, and I am not 100 percent sure for what purpose, but I am sure they will tell us if we start doing business. They have two potential product needs, and getting to meet them was enough of a reason to go to Canada in the first place, so the call went well. Afterwards, we stopped at Whole Foods to get dinner. I got a salad and fruit, Kay got stir-fry and fruit, and we are now on our way to the Intercontinental Hotel for tonight. If we get there at a decent time and I still have the energy I will work out before dinner, and try and get to sleep early. It has been a very good day for sales prospects.

9/17/15

Approx. 10:00am

Last night was spent exercising, eating dinner, and watching some of the Republican Debate. I did not make it through my full workout, as I was way too tired. The debate was very entertaining. I am not sure how much substance was actually discussed, but Donald Trump was the high spot. Not that I want him as President, but he keeps the process a lot more lively than normal. I spoke to Wendy, who is fine, and also to my old friend, Jim Jensen. I first met him about 40 years ago when he was a customer, and we became good friends. He now lives in Utah with his lovely wife, Janet. He and I have a standing commitment that if we ever need each other we will be there. I was up at 3:00am and worked out at the very nice gym in the hotel. One minor problem at the hotel restaurant, I count on the hotels I stay at to have a buffet. I normally have a huge breakfast of seven or eight eggs, smoked salmon if avail-

able, and fruit. They did not have that, and with everything separate it would have cost a fortune, so I only had oatmeal. I do believe that the best usually happens, and since my stomach was a little upset, the oatmeal was probably better for me anyway. I will, however, be hungry later, which means that we will need to get lunch. Check-out was smooth, and we were on the road by 8:45am. Our first sales call was to an old business friend I have known for at least three decades. The meeting went well, he thought Kayla was awesome and I obviously agreed.

9/17/15

10:33am

Our next call was to Imagine Corp. The supervisor there, recently promoted, may need a new type of panel that we have manufactured before, so I am hopeful we can start doing business with this group. Next stop is back to Downtown Toronto.

9/17/15

12:29pm Toronto Time -En Route Back to Markham

The last call was to a company that makes voting machines and software. We make various parts for their products now and got a chance to see where they are actually used, which was fun because that doesn't happen a lot. There is a chance for more business, which is also good. I will follow-up when we return. On the way in Kayla saw a record store and wanted to browse, so on the way out, as I sat on the couch, she went through a bunch of stacks of old phonograph albums and found two Led Zeppelin records that rounded out her collection and was very excited. Onward to our last sales call.

9/17/15

4:40pm DST Toronto Airport Canada

Our last call was interesting. It was with a contract manufacturer for some of our other customers here. We met a lot of their people, will handle a drawing issue tonight with IJX who also does business with them, and potentially lead the way for more orders. Once again, Kay participated and did well. Then it was off to Whole Foods for supplies, then to here at the airport. Global Entry is awesome and has saved us a lot of time getting through immigration.

The U.S. Federal Reserve did not raise interest rates here in the U.S.

9/19/15

I was home on Thursday night about 9:00 pm, and as always it was really good to see Wendy and to be back. Although I was up on time yesterday morning, I was moving a little slowly, but was still in the office before 9:00 am. I went right into emailing the people we saw, working on new stuff for them where warranted, doing sales follow-ups, checking on the new digital press that was being installed, and in general catching up. The day flew by until I left to go to physical therapy, and I was home before 5:30pm. I went to sleep early

and it felt great. I was up early, and had an idea about helping Alex to market his dress designs in China. I emailed him to find out about his progress.

After working out in our basement and having breakfast, I went out for a ride and the weather was beautiful. I spoke to Alex, and he will have a few sketches ready for me soon, so I can test-market them in China. I am hoping that a retailer there will want to have a young, "hip" American designer create a line for them - we will see. I saw Uncle Dave for tea, and as always we spoke about sales and family. He seems well and will have an artificial hip replacement during Christmas time. He is in a lot of pain, so I hope the operation is a success. He might be able to start biking again this spring, which would be fantastic. Today is Emily's (Barry's Fiancé) Bridal Shower. I hope Wendy and Kay have a good time.

9/20/15

4:36pm DST - My House, N.J.

Dayne was over yesterday afternoon and we concentrated on fencing. He is a demanding coach and I do my best to do as he says. I am thinking about modifying my Epee to have an actual trigger on it to mimic the ones on my guns. I think if there is an actual click I will make sure my arm is fully extended like when I shoot, and this should help my point accuracy. It was fun - we had a bout at the end and I got a point, so I was very pleased.

Afterwards, Wendy and I went over to Barbara and Cliff's. Emily's Bridal Shower was a great success and most of the guests had gone back to their house. Once there, it was very pleasant to see, among others, Barry, Emily, her parents, who we like a lot and now join us at our home for Thanksgiving, Joe, Jess, and their kids. We were home by 8:00pm and went to sleep soon after. Even though I have been training for it, fencing is still making me really sore, which is fine. It is the good type of pain, one from a hard workout, versus pain from body damage.

After lunch I met Ira and we caught up on family and work. From there, it was to the flower store. I know I said I was done, but it is an addiction I can't seem to break. I went to the supermarket and got, among other things, turkey burgers and pickles that I eat for breakfast, and then went back home, where I planted. I must say it looks very good, but I am worried about the various animals around and hope the repellent I put out works. It is strong-smelling soap, an idea from Wendy - she got it from one of the attendees at a 60th birthday brunch she went to this morning. I was working on my relationship book, it is coming along and the first draft will probably be done by November.

9/21/15

4:28pm DST - My Office, N.J.

"Die Master Dave" is working on one of my foils to try and add a "trigger-like" mechanism to it - a metal dome that clicks when depressed, which will hopefully give the same feeling as shooting a rifle. If I know in my mind that I have to press the button, it should force me to extend my arm all the way out

and keep my arm straight which is the goal.

We have a very large imprinting order on hand that utilizes some new tooling technology that we developed. The only problem is that it needs almost everyone in our plant to operate efficiently, and that means the other work mostly stops. The customer is pushing for delivery, so I just emailed him telling him the situation - we are finishing up all of the other work so that we can focus solely on his job, and even though we are starting this Wednesday instead of last week, it should still mean that we will finish faster. Unfortunately, the parts need four days to dry, and reducing that could mean a potential smudging problem in transport, but that risk is up to the customer.

9/22/15

3:49pm DST - My Office, N.J.

I had lunch with Elana, and while speaking about the book on sales, which is about done, we started talking about who should email our old contact at WOR Radio to get a recommendation for a literary agent. I am waiting for Elana's editing to be completed before I send it. As always I love to write but editing is a lot less fun.

Kayla was just in, going a little crazy. Since she is now in charge of new product introduction and trade shows, she is trying to make sure everything and everyone is ready for the two events coming within the next three weeks.

The huge imprinting job should start in the morning, Kayla and I are out for Yom Kippur and unless there is an extreme emergency, we will not be in contact. The fall television season is in full swing here in the U.S. and one of the shows I am looking forward to is a "reboot" of the Muppet Show. I was an avid fan during the 1980's, when it was last on, and I hope it can retain some of its original humor, warmth and fun.

Pope Francis has arrived here in the U.S. Every place he will attend is going crazy, especially those responsible for his safety. Although I frequently don't agree with him or the Catholic Church I admire him as a positive leader and hope his road for world betterment is successful, and that people are nicer to each other.

9/23/15

2:22pm DST - My House, N.J., Our Porch

Last night and today mark the Jewish Holiday of Yom Kippur. As I have mentioned, this is the first year that I have not ushered in almost three decades, so I spent the night quietly at home with Wendy. Today we went to services, again with our friends, the Leveys. It was very strange altogether - a new synagogue, not being in charge of the ushers, sitting in the service, and actually thinking about the holiday itself. The rules state that we are supposed to fast for 24 hours with no food or water. I do a modified version of it. I pray and count my blessings virtually every day, and try to act in a way that I can be proud of as much as possible. I have problems with myself when I don't live up to my own standards, and having Obsessive Compulsive Disorder, those rules

often become stricter over time until they become impossible to follow. At that point, I can usually "reset" them and the process begins all over again, but the good news is that it makes me continually check where I am and where I am going. I am sure my old Synagogue is doing fine without me. Kayla joined there on her own - she decided it was where she wanted to be, and I have no problem with her decision.

9/24/15

3:16pm DST- My Office, N.J.

Traction and the other adjustments yesterday were both painful and felt great - a common occurrence - and I was back eating dinner with Wendy, Alex, and Kay by 4:40pm for Break Fast which is the traditional meal ending to the Yom Kippur holiday. I had a chance to talk to Alex about the new clothing line he will have ready for us by the end of November. He is skeptical that I can sell it, but he has virtually nothing to lose, so he wished me well because any success could be of great help to him.

Volkswagen allegedly used special software to fake better emissions tests for cars here in the U.S. The potential fines are in the billions, and the company has lost a lot of its stock value. No word from Joe Biden as to whether he is running for president, but he is making a major change in the polls. No more Republican candidates have dropped out - most will probably hang on until the first three voting events.

9/26/15

4:20pm DST - My House, N.J., Our Porch

Yesterday at the office, there was a lot of positive energy with everyone getting ready for the 3D printing show at the Jacob Javitts Center in Manhattan. Kayla and two or three of the Lebre brothers will be showing our three product lines, including BuildTak, the new spatula, and the new flexible steel building plate. Mike is leaving for the U.K. on Monday for a 3D printing show in London, and Vinnie will join him after he goes to Italy for a sales call. Igor from our Belgium office will meet them there. I was helping to make sure everyone had what they needed, and also working on pricing, sales, and marketing.

I left at 3:30 to go to the chiropractor and for the first time it was so jammed with people that I did not stay. I suddenly had an unplanned hour, which was like a gift. I relaxed, treated myself to an iced tea, and went to get my hair cut (there was no wait this time) and then home to my Wendy. Barbara and Cliff came over after dinner to discuss a legal matter, and I was asleep by 10:30.

I was up in the middle of the night, however, with an idea for an invention that could help a customer who has a problem with a digital press they purchased. The difficulty came up when they could not print mass numbers of rubber balls with the entirety of the message needed - it could only do part of the message with each printing pass. The press distributor who sold us two

similar presses came to us for help, because he knows we like challenges, and this application would need specialized tooling. I had an idea this morning and between 2:00 and 5:00am I was up, off and on, working on refining my idea. When I get into the office on Monday I will explain it to our team to see if they think it has potential. In the meantime, I ordered some parts to build it on amazon.com and they should be in by Tuesday. If the idea works we can show the customer a crude model.

I was up at 6:15am this Saturday morning, not really rested, but had a fantastic time inventing. The creative process is very stimulating, so I am totally fine with getting a little less sleep and will always make that trade. After working out in our basement and then having breakfast, it was out on my bike for the first full day of autumn. The weather was beautiful – cool and clear with lots of sunshine. Later, I went to see Uncle Dave, who is fine, and then saw Dayne for a fencing lesson. My favorite part is at the end when we "bout," and I try and "run him through." There is no danger, however, since we wear protective clothing and he is too good for me to get very close to him.

It is beautiful here out on the porch, and Wendy and I are going out for pizza later. I think we have some soy cheese and will bring it with us - this restaurant has Gluten Free Pizza that is very good, so I am looking forward to it.

9/28/15

7:48pm DST - My House, N.J.

I was sore from yesterday but finished my indoor workout, biked, and after lunch went to see Ira. We were supposed to meet at Dunkin Donuts but ended up at his Synagogue, where he was helping to build a Succoth for the upcoming holiday. A Succoth is an open structure with a roof that is meant to symbolize life after the harvest thousands of years ago. We spoke about family and business, and I got the bonus of seeing Eve at the same time, which is always a treat. Then I went to see my parents. They are stable but my dad now seems to be having a heart issue, which means going to see more doctors. Afterwards, it was off to the supermarket for supplies and then back home. I watered some of my plants yesterday and more today, the use of highly scented soap seems to keep the various varmints away, so it is very nice to be able to enjoy viewing them without having them being eaten and destroyed.

I read online that the annual problem of heavy air pollution in Malaysia and Singapore due to the burning of palm oil trees in Indonesia is very bad this year. It has been a consistent issue, and I am glad I am not scheduled to be back there until February. I spoke to Kay - the 3D printing show was going well this afternoon, but there was an issue with our new flexible steel material - the paint was coming off when the BuildTak part was taken off. I think I have a few options, so we will start working on it tomorrow. Luckily, we are still at the Beta test stage so we are not selling it yet. My stomach is unsettled and that could mean I am excited because we are going on vacation on Tuesday, or that something is happening somewhere in the world and my gut is acting like an early warning system. I won't know for a few days which one is correct, if

not both. Speaking of which, I am also packed, it is nice that we are taking our car and can take a lot of stuff, even though we are only going for four days - I am not a light packer.

9/29/15

4:23pm - Woodlock Resort Hawley, Pennsylvania

The weather report called for a lot of rain today, which we needed badly, so I got up at my normal time, exercised in the basement, biked outside, and was ready to leave with Wendy by 10:30 after packing and eating. The ride up was pleasant and gave us a chance to talk and start to wind down. It is always my plan to relax on vacation, but that does not always happen and it is usually my own fault. Regardless, we got here in time for lunch. The building and grounds are beautiful. Food is set up for people like me who have a lot of dietary restrictions.

After we ate lunch, which was very good, Wendy went to an exercise class and I got dressed for riding. My mountain bike takes up a lot of room in the car, and my wife is very patient that way. Just as I was about to start the rain came, so I abandoned that idea - my bicycle hates to get wet. I went kayaking on the pond here, instead. I was dressed for rain, but it stopped and I had a joyful three laps around the perimeter of the pond. After that I got tired, so I came back here, snacked, and now will start editing and more writing on my relationship book. Kayla called and mentioned it was raining there, so it is only a matter of time before it reaches here. Not a problem, I like the rain and it should be beautiful to watch.

9/30/15

4:24pm DST - Woodlock Resort Hawley, PA

Dinner was calm and pleasant last night, and I was up at 6:15 this morning. I did my band workout in my room while emailing Ideal Jacobs in Asia, which is now off closed for a holiday until the middle of next week. After breakfast it was more exercising. I suddenly felt a huge energy drain in my body, so I went back to the room, had some fruit and muffins, wrote for a while, and then felt good enough to work out some more. At lunch I ordered a lot of food and apparently, after what I ate at breakfast, the chef is now convinced I mean what I say when I place my orders.

I got my mountain bike out of our car and went out for a ride, but there are very few places to bike around here, so I probably won't use her again. From there it was back to the pond to kayak. The man in charge told me that there were wild cranberries along the rim of the water that were just ripe for snacking, which I did not indulge in but enjoyed looking at, and after two laps I was done.

I called Kay to see how her first breakfast meeting at the Cornell Club in Manhattan went. There were about 20 people there, and one asked her if her major, Environmental Science, was of any use in her current job. She replied no, but I think that may change in the future. She said the meeting was okay

and that she would keep going for a while if I wanted her to, which I do. It is a good place to meet people and make contacts, and she got one to possible referral for Alex, so I was happy about that. Later she had a 3D printing sales call and she will start centering on companies in Manhattan to correspond with her meetings at the Cornell Club.

It is very peaceful here. I am sitting on the veranda outside my room looking at a small rock formation with a man-made waterfall, which is pretty. It is getting cloudier again and there may be more rain coming. I saw on the news that there may be a hurricane coming up the coast. I am supposed to go to Mexico on Sunday, but nothing can stop the weather, so I will wait and see what happens.

OCTOBER

10/1/15

3:10pm - Woodlock Resort, Hawley, P.A.

It is the start of the fourth quarter of this year and before it ends we should have a good idea as to whether Ideal Jacobs (Malaysia) Berhad will take on a new investor and Ben and I will go private. I am of the mind of "what will be will be." We have tried a few times and failed, perhaps this time we will be successful.

After another pleasant dinner and evening, this spa is very nice, I was up at 6:00am and checked my email. There was almost nothing. Vinnie will start chemotherapy next week for Prostate Cancer. Wendy extended him the invitation to stay at our house whenever he was too tired to drive back to his place, and he was touched and very grateful. Wendy would not do that for a lot of people, so Vinnie should feel even more special. He is a good man, I have known him for more than three decades. I hope he gets through this as easily as possible. It was then back to more writing, and I finished the first version of the relationship book - always a great feeling. After thinking about it, however, I decided that Elana was right and the book I had just completed was not totally the one I had started with, and so it needed a new title. After thinking for a while I came up with "Six Decades of What I Did Right, and How You Can Do Better." I am waiting for feedback from both Wendy and Elana, it will probably have to change a few more times before it is set.

I then went for a walk. They have a large garden here, which was pretty, and a walking trail. My last exercise for the day was to go back to the pond and kayak two laps around the outside edge. I was dressed perfectly for the cool weather, and it was peaceful and fun. On the way here I stopped at the boat, fishing, and art supply shed where they had an outside fire going. I stayed and watched for a while, and it reminded me of the fun summer vacations our family used to take in the Adirondack Mountains of New York. It was the happiest of times for my family, being all together, and I still smile when I remember them.

Now I start going back through the relationship book for the first edit. Then it goes to Elana for changes and back to me, then to Erin for editing, and then I look for an agent. We are on another new road, and I like that.

10/2/15

2:48pm DST - My Office, N.J.

I was up at 4:00am this morning and after working out in my room, I went outside to walk in the dark. It was chilly, but I was dressed perfectly and had no discomfort. I used the flashlight on my cell phone so that I could stay on

the path, and after a short time decided to utilize my iPod and play the balance of my favorite movie, "Field of Dreams." I knew it so well that I didn't need to watch it, only hear the dialogue, which made it all the more powerful while walking along the pathway in the dark.

For those of you who are not familiar with the movie, it is about a man who hears a voice in his Iowa cornfield telling him to tear out his crop and build a baseball field as a sanctuary for the players who rigged the 1919 World Series and were banned from baseball. It chronicles a search that takes him to Massachusetts and then Minnesota. In the end, the man is able to make peace with his father and all goes well. The famous words, "if you build it, he will come" refers to the field and the man's efforts to have closure with his dad. For some reason, the movie has and probably always will resonate with me, and when they start having that catch at the end of movie, I am usually in tears.

My relationship with my father has had its ups and downs, and for whatever reason, this movie seems to explain it perfectly. As it was turning into dawn I was out on the dock of the pond, and a magical feeling seemed to descend from the clouds as I listened to the movie and thought about my dad. Unfortunately, my life did not follow the movie. In my mind, after my father left the company, my team and I built that field, in our case, a global organization. I believed that my father would finally be happy and proud of what we have done. He has not, or would not say it to me and every time I watch or listen to that movie I realize that he is a little closer to passing and the chances of getting emotional closure from being told "well done" will never happen. They say that the definition of insanity is doing the same thing over and over and expecting (or hoping for) a different result. Perhaps it is time I stop watching that movie. Better yet, I should watch it with my kids and tell them, as I do now, how fantastic they are, although they already know that.

After a hearty breakfast we were on the road before 9:00am and home about two hours later. The spa was fantastic and I will be happy to go back. It gave me a few days to rest, exercise, write, and be with my wonderful wife to once again remind myself, although I try to remember every day, how truly fortunate I am. It was a calm, pleasant, peaceful ride home. It was also great getting back to the office. Our team here had everything under control. I caught up on some paperwork, made some last minute preparations for my trip on Sunday, and will leave for the chiropractor soon.

It is raining here and Hurricane Joaquin is still in the Caribbean. Although it is not likely to come up the coast, it will probably cause more, much needed rain. We are extremely fortunate that we are not getting a direct hit. My son Ben left yesterday and went to Montreal, where Barry's Bachelor Party is now in full swing. Kayla is now in New Orleans for his fiancée's bachelorette party. I hope they both have a great time and get home okay, regardless of the weather. The same with Vinnie, who is due home tomorrow, and Mike who is due home on Sunday from the United Kingdom.

10/4/15

6:19am DST - Newark/Liberty Airport United Airlines Lounge

I was up early yesterday so that I could work out in the basement before Wendy needed it, but it turned out not to be a problem and I stayed longer since it was still drizzling outside. We have been having rain the last few days, but so far seem mostly unaffected by Hurricane Joaquin. After breakfast I finished most of my packing and went to see Uncle Dave. As always, our discussion was pleasant and he gave me some useful information regarding valuing and buying real estate, which I also hope transfers to the market in Asia. Later in the afternoon, Dayne came over and I tried out the new trigger device for one of my foils. I am not sure how much it helped, but I had a great lesson and our bout at the end was a lot of fun. Elana stopped by with some supplies for my trip, and some other treats and cookies that Wendy liked. I also gave her back the changes for the relationship book. It has turned colder here in New Jersey, and is in the lower 50's F. Wendy and I both like it, and therefore have not yet turned on the heat in our house. We brought in dinner and had a quiet, peaceful evening, which was very pleasant.

Kayla called from New Orleans. The bachelorette party is going well mostly because she is getting to spend a lot of time with Jessica. Her stomach has not been great since the diet she has been on does not include much fried food and alcohol, which seems to be a big part of the menu there. I hope she is better once she gets back home. I have not heard how Ben is doing at Barry's bachelor party, and hopefully he is also having fun. I was up at 2:40am and worked out in the basement, mostly to ensure that my back will be in the best shape possible, but also to get that part of the workout done. I also went on my inverter, so I am as ready as I can be to travel. Mike the Driver was not available, but we have another service who was there on time and got me here in good shape. I will leave for the gate soon. I have lots of food with me and copies of the latest "Financial Times" and "The Economist."

10/4/15

10:34am Texas Time, 11:34am DST

Houston-Bush International Airport United Airlines Lounge

I heard from Vinnie - he is fine and back home. The flight here was excellent, we arrived early. I sat next to a chemical engineer who was telling me about the various major layoffs in his industry over the past eight years. The pharmaceutical area has had a lot of consolidations, so many positions have been eliminated.

10/5/15

7:46am Mexico Time 8:46am DST

Intercontinental Hotel Guadalajara

The flight here from Houston was on time and well done and I was through customs and immigration in good time. My hotel driver was waiting for me and after checking with my folks in New Jersey, they are fine, we drove here

and I was practicing my Spanish for part of the way. My small amount of fluency will increase right up until the time I leave but it is great to have a little capability while I am here. After checking in and having a snack I went to the gym, worked-out, and then went across the street to a Chili's Restaurant, as usual, ordered my dinner, then took a walk and called home. Kayla was there to have dinner with Wendy so I got the double treat of speaking to both of them.

Once back at the hotel with my food, which I got to go, I ate and eventually went to bed early since I was really tired. I think I was asleep by about 8:00pm and woke up at 3:40am. I exercised in my room and then went down to the treadmill in the gym. I have already eaten and will go down to meet Paulina soon. Our mission is to break open new accounts and increase business at the ones we already have, let's see how we do although we often won't know for months if our efforts over the next few days are successful. It is like banking for the future with no guarantees, a risk I am happy to take.

10/5/15

8:04pm Mexico Time, 9:04DST

Intercontinental Hotel Guadalajara

I was up at 3:30am and worked out in my room. It was then down to the gym where I noticed a persistent slight rubbing action in my left sneaker, but ignored it until I got back into my room and saw blood on my sock. Never a good sign - I was hoping for a simple blister, and after checking that appeared to be it. I had one Band-Aid, which I used after I got cleaned up with some antiseptic cream I carry with me. It did not give me any problems throughout the day but I knew I would need to get something later to protect it.

Paulina was on time to get me, as usual, and it was off to our first potential new client call at Nypro. As it turns out, the buyer used to work at Flextronics and we already knew him, which made the meeting a lot easier. There is a potential for business - they do mostly specialized packaging and might need some of our unusual labels, gaskets, and membrane switch panels. From there it was over to Seagate Systems, where a buyer we knew from Benchmark Electronics recently moved, and we met him and two other buyers. Happily, I recognized their systems from pictures in the lobby and realized immediately where we could do the most good - to help them reduce heat from when their systems are running, reduce EMI noise, and also help reduce costs. We left the meeting with their agreement to start sending us drawings so that we could send back prices and suggestions.

From there, it was over to Sanmina, where we saw an Alcatel-Lucent employee. We discussed the Nokia takeover of his company and who might be at risk as it unfolds. There has been very little information leaked regarding this endeavor and there are a lot of Alcatel-Lucent employees and sub-contractors who are very worried about the worst-case scenario: locations closing and people getting laid off. We both got a little information out of each other, but nothing concrete or capable of being verified for another six months at least.

This is one of the reasons we can never stop selling or become complacent. Big customers can be lost at any moment, and you constantly have to be working to bring in new ones. After that, it was over to Sanmina to see a manager who had changed groups. We are hoping for more business there, and the same with a new manager from Flextronics, where we went next. The final call was to a customer we did a small amount of business with a few years ago. We visited two new people there, and I am not sure how much potential business they have but it was definitely worth the one call to see them.

Afterwards Paulina drove me back here. I picked up my dinner across the street and bought new Band-Aids and tape for my foot. Once in my room I worked out again and spoke to Wendy. She had a busy day, had a chance to see Kayla, and like me is looking forward to going to sleep soon. I ate a big dinner, and since I have a small veranda off my room I went out there and started writing this before it got too dark. I am now inside. It is a beautiful night and I had a very good day.

10/6/15

12:21pm Mexico Time, 1:21pm N.J. Time

Applebee's Restaurant, Somewhere in Guadalajara

I was up at 4:00am and after working out in my room it was down to the gym. It was very early but all of the treadmills were taken, so I ended up on the stationary bicycle, which turned out to work well. After a big breakfast I met Paulina and we went to Jabil. Before this trip I did some research through LinkedIn to find people who had changed companies since the last time I spoke with them. The first location there was a man who I have not seen for probably 20 years, but he still had one of my first books on patents. It was fun catching up on everywhere we both had been. He is now manager of some of the assembly lines, and it turns out that they have a need for a specific type of label that we researched more than 20 years ago. He is sending us the drawing and a sample. Along with his second in command, we went over the rest of the areas where we might be of help. It was a good call and Paulina will check for the drawing on Thursday if we don't have it by then.

Afterwards, it was over to a second Jabil location, where three out of the four main buyers for their North American group were located. They wondered why we had not done more business, and I blamed it on my lack of ability to sell their main buyer in Florida for the last 25 years. They said things had changed, which I was very happy about. I signed a Non-Disclosure Agreement on the spot and hopefully we can do some business. These were two very good calls, and I would have come to Mexico just to go on either one of them, so Paulina and I were both very pleased.

10/6/15

7:20pm Mexico Time, 8:20pm DST

Intercontinental Hotel Guadalajara

Lunch was good. Besides the food and conversation with Paulina, I got

some more work done on my relationship book. I read her one entry - she liked it and wants to read it after Wendy makes the final edits.

From there, it was over to Flextronics. There was a new team in place for various new products and after showing them what we can do, they brought up two potential big jobs that needed pricing and samples. It was another example of what happens when we go in person to talk and show them our capabilities. Then, it was over to OMP, where we supply labels, to meet their new people and discuss the fate of Alcatel-Lucent, a customer we both share. Our last call was to Plexus, another contract manufacturer where we have the chance for more business. They want us to put in a plant and become approved for producing medical products, which I would like also but nothing is going to happen until we figure out what is happening in Asia. I put in a call to Ben this afternoon. He is in KL and hopefully can send us an update by the weekend.

Paulina then brought me back here. We said goodbye after a great two days of meetings, and I told her I was upping my trips here from two to three times a year because of the potential for more business. I am very pleased with her and her team.

After I changed I called Wendy. She is fine and we are looking forward to tomorrow when I am home. I went across the street and ordered my last dinner from Chili's, and picked it up a little while after. I worked out for a while, though not as long as I had planned, ate dinner, and am now down in the hotel lounge drinking a Coke Light and winding down for the night.

10/7/15

4:59am Mexico Time 5:59am DST

Guadalajara Airport

I was up at 3:00am and did my band workout in my room. I was happy to get it done and the trip here was rapid and pleasant. One of my carry-on bags was searched going through security, but otherwise everything is fine and I am getting a lot of work done. I am definitely in sleep-deprivation mode. Since there is a woman nearby filing her nails and it is driving my OCD crazy, I put on my headphones and am listening to music, and if that doesn't calm me down I will move. It is normal for me to feel this way at this point in any trip, and I know what to do so I am not overly concerned. Time for more editing.

10/7/15

10:29am Texas Time 11:29am DSR

Bush International Airport Houston

The flight in was early and I was through Immigration quickly. My passport is nearing its renewal date, which is just as well as it is no longer working for the US Global Entry System. I will get a new one and a new Chinese Visa as soon as I get back home. I was able to catch up on my email check with the office, and will hopefully be able to get on the United WiFi service once we get into the air.

We have about three hours to Newark. I will edit for a while then prob-

ably watch a movie. I bought two sandwiches for the flight with turkey and tomatoes in them, and will supplement them with the last of my supplies. I will also most likely need at least one more nap.

10/8/15

5:12pm DST - My Office, N.J.

I was home before 4:30pm yesterday and my wonderful wife said I should go biking, it was a beautiful, mild afternoon, and I took her up on it.

It was a fantastic ride and gave me a chance to clear my head. Kayla was over for dinner later that night and I was asleep early. Today was spent catching up and doing annual reviews. It was great to be back.

10/9/15

9:48pm DST

IJX moves into their new building in February. Ben and I have been emailing, as I would like to go there with Kayla, but my birthday is around that time and I have to be here for when I turn 60 years old. It was a very good day. We did more personnel reviews and worked on new jobs, pricing, and marketing.

I had lunch with Kay. It is amazing how all relationships are the same, so when we talk about family or friends, the same problems and issues come up as in business. In this way, her training can be done on a much more immediate basis and applied to what is happening to her now. With all of the prep work she has done regarding people in our database, I have at least two months of follow-ups before we finish. She is producing a huge amount of potential business from the work she is doing. She has no idea how productive she is already, much more than she thinks. Part of my job is to help her realize her potential, and then to help her reach it.

10/10/15

5:03 pm DST - My House, N.J.

It was a beautiful fall day here, and after working out in our basement I went out on my bike. It was about 50 degrees Fahrenheit, with a cobalt blue sky and little humidity - perfect for riding. I did my normal route, which meant my mind was at ease to think about other things and it was very pleasant.

After lunch, I went to see my parents. My dad is working out whether to have bladder cancer surgery. He gave me the details but did not ask my opinion. When he is ready he will decide himself. He has already lasted far longer than most doctors predicted, so his decision is best. He is looking continually thinner, literally wasting away, but he is still talking about living for a few more years, and his iron will seemingly permits nothing less.

Dayne texted me last night. He got a ticket to Comic-Con in Manhattan, so we rescheduled for tomorrow. Elana dropped off some muffins for Wendy and Gazpacho for me. She is very nice. I am now doing a little editing on the relationship book. I will be very glad when it is done.

10/11/15

12:22pm DST - My House, N.J.

We had dinner with our friends Abbie and Laura last night. He is an attorney and started his career in Manhattan with advocating for tenant's rights in the court system. My wonderful father-in-law at that point owned some apartment buildings in Brooklyn and they came up against each other in a case. Wendy and I had no idea this had happened and were fascinated by a brief story he told, about how one of Jeff's buildings had some violations which were not taken care of in time, and Abbie got the court to fine him for the lack of movement. There was nothing more to it than that the odds of the two of them meeting each other so long ago are incredibly small. By the way Abbie has helped mentor Erin, who works for us part-time. She is an attorney who passed the Bar, but she is back at school getting her teaching degree. She has huge potential and I am not sure that teaching is her best fit, and also think she should be working with us. I will keep it low-key, but I will pursue her giving us more hours and perhaps she may become a permanent part of our team in the future.

It was chilly here this morning and after I worked out in our basement I had a very high-quality bike ride. After lunch I will go see Ira, always a pleasure.

10/12/15

3:53pm DST – Manhattan, En Route Home to N.J.

For some reason I had a lot of trouble sleeping last night, and getting up at 3:10am did not help. After my workout in our basement I headed outside for a very pleasant bike ride that was done partially in the dark. Mike the Driver got me to the Hyatt Regency Hotel in New York City on time for the annual Peer Group Conference sponsored by the NYSC Governance Services Group, which would fill my continuing education requirements for being Chairman of Ideal Jacobs (Malaysia) Berhad. It was a very interesting small meeting and we discussed various topics like CEO succession and Cyber Attacks. There were people there from all size companies that covered various fields, so it was pretty interesting. One of the guys is involved with being a consultant for our government regarding media surveillance, and what happens if there is a national emergency. I am glad that my educational requirements should be done for the year.

The restrictions on board members here in the U.S. are at least as tough as Malaysia. Therefore, once I am done with being chairman in Asia I doubt I will be involved in a publicly-held company again, but you never know. We are now going through the Lincoln Tunnel. I spoke to Rich at the office, and things are fine. Kayla is still trying to shake off the results of the cold/flu she had last week.

10/12/15

5:19pm DST

One of the participants at the NYSC meeting said that the current government analysis for virtually every potential disaster within the United States from infrastructure to the Internet will result in a massive failure of systems across the country. He says that the safeguards in position are not adequate to contain anything, including cyber terror and also medical disasters like Ebola. It was not very comforting, but at least he caused me to rethink our company-readiness to make some changes and get better prepared.

It was very good to get home, and I was tired from getting up so early. It was great to change my clothes, see my wonderful wife, have dinner, and water my plants. The ones I bought last weekend are looking good. With the first frost most of them will probably die, but at least they're beautiful now, and my rosebush has a bloom on it, a very nice fall dividend.

10/12/15

8:56pm DST - My House, N.J.

One of the men at the meeting today was the lead auditor for a large bank, and he mentioned that they had what I called a "Doomsday" list. In other words, it was the worst-case scenarios of what could go wrong and plans to deal with them. I like the idea, and have decided to start one for us. Here is the beginning and it will increase over time.

What do we do in New Jersey if:

We are the victim of a Cyber Attack

We are flooded

We have no electricity

There is a pandemic

Our building in the U.S. is partially or totally destroyed

We are sued

There is a major accident

Our top five people are either incapacitated or die

There is a world economic collapse.

Martial Law is enacted

A new government takes over

There is some type of toxic spill

There is ground or building environmental contamination

Business suddenly gets very bad

10/13/15

3:30pm DST My Office, N.J.

As is normal after meeting with a lot of very intelligent people for hours, I was incredibly tired last night and slept well. I was up at my normal time - it is definitely getting darker later in the morning so the lights on my bike are extremely important this time of year. Once here I had a meeting with Vinnie and

Mike regarding options for staying at our current location or moving when our lease is up next September. Our first choice is to stay here, get more space, and possibly to buy half the building. It all depends on what the landlord wants. He came in at 10:00 and I had the longest meeting with him I have ever had in our 15 years of doing business. It lasted an hour, and we went through a tremendous amount of detail about what each of us wanted. As it turned out, happily, we have similar goals, and over the next few weeks we will re-negotiate our lease to include more space. We also may joint venture on other properties, so it was an excellent meeting and a beginning to what I hope is a successful conclusion in a few months.

Afterwards, we finished the annual employee evaluations and I was once again extremely tired and very glad to get a break. Kay and I went out to lunch at our local diner. It is a very calm establishment - we know the owners and they have a top notch waitress named Alaysia who takes good care of us. After we got back I plunged into paperwork and had a much needed nap, and will now spend the next three days working on the sales contacts that Kayla helped prepare for me through LinkedIn. She leaves tomorrow for Paris, and I will miss her.

10/14/15

2:37pm DST - My Office, N.J.

One of the great parts about expanding is that I get to ask our team members what they want regarding additional equipment, movement of staff, upgrades, etc. The requests are fascinating and include so far: moving some people so they have a window and purchasing a water-jet machine. My "wish list" includes putting in a small "clean room" so we can put assemblies together without worrying as much about particulates in the normal flow of air.

I am figuring that we will hear from our landlord about the potential for extra space within the next six weeks, so until then we can roughly plan out what we want to do. My hope is that by adding capabilities, business will increase and pay for the improvements - always a risk.

One of our biggest customers Alcatel-Lucent is being taken over by Nokia. Our first worry is being shut out by the suppliers for the company taking over, therefore we are trying to head off some of the potential problems by being involved with the rebranding of our customer to new logos regarding inks, materials, art masters, and other branding issues. There is not a lot of time to get this system up and running, so I hope they choose us worldwide to spearhead the effort in their plants with their contract manufacturers and sub-contractors.

Donald Trump is still in the race for president and is still leading. The Democrats had their first debate last night, and most agree that Secretary Clinton won.

My hunt for a literary agent continues. No one is rushing to publish my book about sales. It is not a surprise to me, it just means that I have not found the right person and firm yet.

10/15/15

4:15pm DST - My Office, N.J.

Last night when Kayla was at the airport her company credit card did not work, and after numerous tries it turns out she was past her limit - not a giant problem and not her fault, just a nuisance. I had it upped this morning. Meanwhile, she arrived in Paris for the 3D trade show at the Louvre and was supposed to meet Igor at 3:00pm their time. Unfortunately, Igor got caught in a massive traffic problem and he was still not there the last time I spoke to her at 8:15pm her time. I told her to go to the hotel, have dinner, and start over in the morning - Igor would get there sometime tonight. Life on the road often does not go according to schedule, and you have to be ready for change. I am confident they will be ready for operation when the show opens tomorrow morning.

A very strange thing happened. I got a call a week ago from a guy I have not heard from in at least five years. He is a branding and advertising consultant and he wanted to get together, I did not think I could use his services, but I said okay for the week of Thanksgiving. Unbeknownst to me, Elana, who also knew him, emailed him to look for a literary agent for my new book on sales. She did not tell him who it was for, but he sent her his agent and we were in contact with him today and sent him a digital copy of my book. What a strange set of circumstances - we will wait until next week to follow-up on the agent.

I continue to go through our database and send out more of my books, of which we are running out and will have to go to a second printing. By the end of next month we should be done, and that means our contact system will be updated as much as possible. This is great, since we are installing a new world-wide system over the next six months. Mike and Don have been working hard on it for almost a year. I saw a demo today and it looks awesome, I look forward to having it installed and working.

We got the information from the customer in Mexico that Paulina and I saw last week, and I am hopeful that we can use our ECO-SEAL labeling system. It doesn't use adhesive and can be recycled at a very high level. It would be great to finally have someone buy it.

The President announced today he is keeping more troops than planned in Afghanistan.

10/17/15

7:14pm DST - My House, N.J.

It has been getting colder here, making for very good sleeping weather, and the winter down comforter is already on my bed. I was up early. The house is very quiet with Wendy in Paris. I went through my normal routine and was downstairs in the basement working out when Kayla called me. She gave me an update at the Louvre. It has been going well, but they are not selling a lot of product like in previous shows. The contacts and relationships she was making, however, were excellent, therefore the trip for both her and Igor was worth it. She had gone out to dinner with Wendy the night before, and they had a pleasant time, so all was well. After breakfast I went biking. I heard from

Dayne. He cancelled on me until tomorrow, which was okay since I had so much to do. I had tea with Uncle Dave - we had a pleasant time. I told him the story with Barry, who he knows slightly, and the potential book agent, and was curious if it was all a giant coincidence.

After lunch, I got supplies ready to go target shooting and had an extra few minutes, so I used our leaf blower to clean out the garage. My friend John arrived on schedule and we had a very pleasant journey to my shooting club. My friend, Sal met us there – he was a little disappointed that Kayla was not with us, he likes her, but he got along well with John. Even with his limited experience, John obeyed all of the safety rules we set down and shot well, so we had a very good time. It was a beautiful, very cool fall day. The leaves were at their peak of changing colors and it was a lovely afternoon to be outdoors.

Once finished we came back here and John left. I cleaned the guns, locked them, and put them away. I heard from Elana – she had dropped off some baked treats for me, some of which I ate after dinner. I finally put the heat on upstairs, where I am writing, and that is the only sound in the house. It is very quiet without Wendy, and although I did speak to her for a few minutes just before (she and Kayla were having a great time) I still miss her.

10/19/15

9:00am DST - My Office, N.J.

Yesterday I started early with my normal workouts. Biking outside in the cool, crisp air was wonderful and I was dressed perfectly, which made it even better. After lunch I went to meet my brother. We caught up on family and as always it was great to see him. He is a really good person, much nicer than me, which is one reason why I am so protective of him. Anyone who is nasty to him is an idiot and well-deserving of my wrath.

Afterwards, Dayne came over and we experimented with the new pistol grip for my Epee sword. The lesson was fun. I love being able to try and spear him with no worries about his safety, since he is so well protected by his suit and skill. I need an outlet like him for my aggression, and this is really good for me.

I then had dinner and wrote some more for the relationship book. The heat in the house felt really good. I spoke to Wendy and Kayla during the day - they both sounded tired but very happy. Today is their last full day in Paris. I was up extra early this morning to work out and get ready for when the lawn sprinkler man came to turn off our system for the winter. It was below freezing and I thought my plants would die, but they seemed to have made it and it is supposed to warm up tomorrow. Maybe they will be around for a while longer.

10/19/15

3:07pm DST My Office, N.J.

Elana was here for lunch today. Even her sparkling personality cannot cover up the distress that the decline of her mom, who has a terminal illness, has brought on her. They have exhausted all possible medical avenues, and the

last-chance protocol has been in effect for about two weeks. So far it is not helping. There is a chance the process will work and start reversing the current trend, but her whole family is obviously in a high level of anguish. It is very difficult to watch her in pain, and reminds me of when I had to navigate the loss of Bunny and Jeff.

10/20/15

7:52am DST - Essex County Court House, Newark, N.J.

It was not as cold out this morning and I could have rode outside, but since Wendy is away and I was paranoid about being late here, I could not risk a mechanical breakdown and worked-out inside instead.

The day has finally arrived, the postponed beginning of my jury duty service. Depending on what state you live in and its local rules, all U.S. citizens are supposed to be available to serve on various types of juries. The one I am called for is Petit Jury, which is usually a few days. Either I will wait here in the jury pool for two days, or if I am chosen for a jury, I will have to go on from there. The last time I was here was when Mr. Obama was first elected, so it has been a while. I was worried about how long it would take to get here, so I was up an hour earlier than usual and got here in plenty of time. I am as reasonably relaxed as possible. I will be better once they start calling groups and the day gets going.

10/20/15

10:04am DST - Essex County Courthouse, Newark, N.J.

I have been sworn in as a juror after watching an instructional video and a live presentation. The juror area is split into five sections, including three large rooms with televisions going in each, a coffee area, and a computer area. There seems to be some extra tables. I am in a room with the Home and Garden Network on, since it doesn't seem to be that popular, and I have an end seat. I am actually glad I am here, I don't do a lot regarding my civic duty, and this is a good way to do it. They say two days or a trial, so let's see what happens. They should start calling for juries soon. The WiFi network is good, so I am keeping up via email. I am making progress on the relationship book.

10/20/15

4:15pm DST - My Office, N.J.

We were called into a courtroom and I sat in the actual jury area because of a lack of seats. That was good, because as soon as I did I realized that the chair was starting to hurt my back and leg which meant my sciatica was increasingly getting worse. Realizing there was no way I would be able to sit in a chair like this for even a few hours let alone a few days, I emailed my wonderful chiropractor and he sent in a letter stating I should not be a juror. As soon as court reconvened, I was not needed on that jury, I went downstairs to the main area and I was excused from further service. This has proven to me that I can no longer be on a jury, so I will endeavor to make sure I do not do it

again. There are times when I have to realize I can't do things, like tennis, and that is one of the prices I pay for the physically intense life I have led. Time is passing and I have to accept what has happened. I have no excuses or regrets, it will just be different. I made my way to the office through accidents, school buses, and kids, and it was great to be back.

Mike and I had a meeting, he is going to take over direct control of Ideal Jacobs in Belgium and Mexico, a good thing for everyone, especially with the new database that has to be installed and modified next quarter.

10/21/15

1:54pm DS - My Office N.J.

I was supposed to be in jury duty today but since I got excused it gave me some extra time. I finished my edit of the relationship book! I have printed out a copy for Elana, she is on her way over to start her review.

I spoke to Jeff the Agent for my book on sales. He said he would review it by the end of the week. Since we already have my journal book for branding done for this year, I can afford to wait a while to get an agent for the book on selling.

Kayla, Mike, Mikey and I had a meeting on various BuildTak products and marketing. Kayla is quickly taking over the bulk of the marketing for the whole line, and it is great to see her taking on increasing responsibility so quickly.

Joe Biden is not running for president here in the U.S. Barring a disaster, Mrs. Clinton will be the nominee.

10/23/15

3:25pm DST - My Office, N.J.

I spoke to Alex this morning. His friend from college contacted him about starting their own design business together. She is Chinese and her family is very highly placed there, with apparently a lot of wealth and influence. Alex's hesitation is that he does not want to be expected to produce results that are not possible in the short-term. He also does not have the business people surrounding him who can take care of that end. He is up for a few jobs over the next few weeks. If they don't come through, he and I will sit down and formally discuss what can be worked out together if this venture continues.

Kayla and I had lunch with my mom today. Both of them continue to get along very well and enjoy each other's company. My mom is still in good shape, can drive, and I hope will be with us for a long time in the same shape she is in now.

There is a huge hurricane coming to the Mexican coast.

I just emailed the literary agent. I have not heard back from him, so I sent him a quick biography with the hope it will spur him to review my work and tell me if he wants to handle it.

10/24/15

9:43pm DST - My House, N.J.

I met Uncle Dave at our normal Saturday morning time, and he spoke about a problem he was having with a customer. It boiled down to the fact that he was not going to be able to collect what he was owed. We went over some possible actions for him to take. My first question was to ask what he wanted. Once we defined that, we spoke about whether the people involved could give it to him, and then figured out an option where over time he could get what he wanted. As a general rule in all negotiations, you have to decide what you want first. Then you must decide what you will settle for, what the other people want, and if you can supply them most or all of what they desire while getting what you want in return. There is a lot of thinking to do before starting a negotiation, and often it has to be thought of quickly. Over time, it is a skill that can be developed - to analyze the situation, the participants, and what is best for everyone. Then, you just have to have the guts to go for it at the best time for everyone concerned - not an easy task.

10/25/15

3:46pm DST - My House, N.J., Our Porch

After my normal workout and lunch I went to see Ira. He is well. We spoke about my parents, the kids, and his grandchildren who he adores. Things are generally status quo, which is comforting and the way I like it. Having a solid structure gives me the comfort level I need to take big chances, and some of those will be coming up soon. It is a warm, fall day here in New Jersey. I am only wearing a sweater over my normal clothes, which is a little unusual for this time of year. The hurricane that hit Mexico was not as strong as expected, and the damage was, happily, much lighter. Two more Democrats dropped out of the presidential race here in the U.S., and there are still way too many Republicans.

I wrote a play called "All Bullies Must Die" in 2004. It had a "reading" before a local amateur theatre group who delighted in tearing it apart. I gave up on it immediately afterwards, not wanting to be involved with them or anyone like them again, but I found a copy of it this week when cleaning out my files. After reviewing the first few pages, I agree with their comments, but they did not have to be so nasty and condescending. I am glad that I abandoned that effort.

10/26/15

4:35pm DST - My Office, N.J.

It was cold riding this morning, but I did not need goggles or a face mask so it was still very pleasant. I just ordered some heavy duty mittens for when it gets colder. It has been a good day of marketing and selling, and by the time the second printing of my latest book comes in I will probably have about 1,200 to sign and ship right away. This will be the most in-depth marketing push we have ever made on our database. I heard from Ben, that China's economy is

slowing down and that IJX is affected. We are sending them more business, another reason to keep pushing for more sales.

There was a massive earthquake in Afghanistan.

The migration of a thousand people from Africa, from Syria and other countries, is continuing, and greatly straining the countries its people are traveling through, and also where they hope to settle. It is a huge problem, and I have no idea where they will get the money to help so many people immediately, or how they will be able to employ them over the long-term. Gas pump prices are going down again. Some of the OPEC leaders are trying to band together to raise prices. There are several negative indicators present in the world economy, but the U.S. market is heading back upwards again. The only and best thing we can do is expand our customers and get more sales. In my view, there is no better hedge against whatever could happen.

10/27/15

4:17pm DST - My Office, N.J.

Every year it is the same thing. As it gets colder in the fall and I keep riding outside, I begin to think I can handle colder temperatures than the year before. It was supposed to be 34 degrees F this morning, and since I was able to handle 38 degrees earlier in the week, I figured I could do this. I put on my two pairs of socks, thermal boots, underwear, spandex shorts, thermal underwear, sweatpants, T-shirt, turtle neck shift, heavy button down shirt and my riding jacket. I also had my helmet, earmuffs and a face mask. Even with all of this, I was cold the whole time and was out to the point of not wanting to do it again. Therefore, like in past years, if the temperature is below 37 degrees or there is a cold wind, I am not riding outside. I feel confident that the same thing will happen again next year, but sometimes experience is not a good enough teacher.

I did not hear from the literary agent again, so I took action. Kayla is on her way to the post office to send him some of my previously done books and CD's. Either way, I plan to force him into some type of answer by the end of the week. He does not know it yet, but I am being extremely gentle with him and not continually calling and emailing him. I don't think it would be to our advantage, so I will hold off for now.

Our government announced today that it will take action against ISIS in Iraq and Syria. That unfortunately means that some of our military people may be captured, and if so it will be a huge mess. Of course, it already is.

10/28/15

2:50pm DST - My Office, N.J.

The remnants of the hurricane that hit Mexico this week have now made their way to us in the form of rain, which is forecasted to go until tomorrow morning. There is another Republican Primary Debate tonight. I don't support any of them, not a good sign. The U.S. Navy sent a destroyer through an area near China's manmade islands in the South China Sea trying to make sure that

they cannot count them as sovereign territory. China is angry and saying that they are not afraid of a war with the U.S.

I spoke to my son, Ben. He is having his best year ever as a freelance sound designer and enjoying his free time training for various types of marathons. It is always wonderful to hear that one of your children is happy. We will all get together, a rare occurrence next weekend for Barry's Wedding.

10/29/15

Aprox. 9:00am DST - Our House, N.J.

I just spoke to Elana. Her mom is worsening. They have tried everything and are now on the last available medical protocol. Understandably, it is a horrible situation for everyone. It is also a constant reminder back to the time when my wonderful mother-in-law was diagnosed, underwent a rapid decline, and then passed. I try and count my blessings all the time, and times like this just make me really think about it.

The second printing of my book, "The Ideal Direction" arrived, so I have been signing copies. I should be done by Monday. Kayla is now working on a total review of our Canadian database, and then will start on Europe. Once I see who has moved where, we can figure out where our next trip should be.

Preparations for Barry's wedding are nearly finished, with Wendy, Kayla, and Kate readying their clothes and accessories. It is much easier for us guys: we put on a tuxedo, comb our hair, shave, and we are done.

The third Republican Presidential Debate was last night. The candidates spent less time attacking each other, and more time complaining about the questions from media and the media itself - a good course for all. Too often, reporters and news people think they can do and ask anything. It is good to see push-back on them.

10/29/15

9:08pm DST - My House, N.J.

I first started writing when I was in junior high school. There was something about it that always appealed to me - not the grammar or the structure, but the chance to be able to define what was in my head, and to make sense out of what I saw and what I thought could be. In 1974, I sent a short story to Jean Shepherd. He had a radio show on WOR New York City, where he told stories about his life in the army, growing up in Indiana, and the New York City area in the 1960's and 1970's. I included a self-addressed, stamped envelope with a request to read my work. A short time later, I got back my story with the words "keep trying" written on it.

Those two words were enough to keep me writing, and now, 13 self-published books later, I got word from the potential literary agent that he liked my book. It needed more information and he wanted to talk next week. I know it doesn't sound like a big deal that he liked my book, but this is a well known and respected individual who handles professional writers, and although my writing has been extremely self-fulfilling and very profitable to our companies

worldwide as a branding vehicle, I always wondered if I was good enough to get published. The answer to that is still unknown, but a big step was taken today and I am extremely thankful not only to Mr. Shepherd, whose two words of encouragement were enough to send me down the road, but also to God.

Yes, I am going to get a little spiritual here, so please bear with me. I was incredibly blessed to be born into a fantastic life, with the potential to do a lot of good and have incredible things happen to me. I am not self-centered or arrogant enough to even consider the possibility that the fantastic life I have and the opportunities given to me were because of only things I have done. Life is a myriad of choices, including where to travel, how to utilize your energy, the people you associate with, and your own moral code. I don't know if I will ever be formally published, but what I do know is that I am extremely fortunate to get to where I have gotten, and am very grateful to my God, my family, those I work with, my friends, and the rest of the world to have gotten this far with a chance to do more.

It is time for me to go to sleep. I will put on a Jean Shepherd Tape - I often listen to him before I go to sleep. His talent was immense and his ability to do good was huge, not just for me but for all of the others who listened to him.

10/31/15

5:25pm DST - Our House, N.J.

It is the Halloween here in the U.S., and it signifies one of my favorite times of year. Although I do not go to parties, dress up in costume, or eat the assorted candy, there is something about the general feel in the air that brings me back to my childhood with happy memories. I have had a very good day so far. I was up early and worked out in the basement, and after breakfast it was warm enough to bike outside in the cold, crisp autumn air. Afterwards, I used my blower to clear the deluge of leaves that were on our driveway that had also gone into our garage, and then went to meet Uncle Dave. As always, it was good to see him. In addition to the normal topics of business and family, he wanted to share some points about books he has been reading. As a general practice, I do not read other author's work regarding sales or business, since I want my own methods to be mine and what I write to be based on my reality, not colored by someone else's theory. He assiduously does not read my books, even when I mention or quote him in them. I am still not sure why but he is as he is and I love him regardless. He is my oldest friend and he accepts me as I am, and I will do the same for him.

After lunch, it was out to the barber to get a haircut. Luckily, they were not busy. One of the old barbers from when my friend, Sal owned it was there, so it was nice to say hello. The new owners do a very good job there, so I plan to use them for the foreseeable future. It was then to supermarket to get more pre-cooked turkey burgers, and then gas for my car since we will be needing it for the trip to Philadelphia on Friday for Barry's Wedding.

Dayne came here a short time later, and we had a fun time practicing Epee - especially the last part, where we dueled. I have now cleaned up and will start

editing the second quarter of this book. With the sales and relationship books I have been working on I am behind in my editing for this one, but it should not cause a problem. I am making the assumption that after my talk with the agent on Tuesday, as long as we get along, I will have a huge amount of work to do in the sales book, so the bulk of my writing time will probably be spent on that.

NOVEMBER

11/1/15

3:35pm EST - My House, N.J., Our Porch

We turned the clocks back last night, so we got an extra hour of sleep and are now 13 hours behind China. I did my normal workout inside, had a lovely ride outside, and pulled some of the dying plants from our garden. It is not terribly cold here, which is evident since I am sitting outside on our porch wearing just a jacket. The fall colors are spectacular, and since Halloween is now over, the next media pitch will be for Thanksgiving and Christmas. Wendy and I went to Ira and Eve's house for Adina's (Rachel and Jeff's daughter) baby naming. It was filled with happy people of all ages and very pleasant. Lisa was also there, up from Philadelphia, where she continues her residency in Psychiatry at the University of Pennsylvania. She is a very smart young woman. My parents were also there, and I chatted with my dad for a while. He asked me how work was, and I told him I was meeting with our banker in the morning. He told me a story about how he switched bankers when he was in the business after a few years, due to their incompetent manager. It is amazing, his mind is still sharp and his memory good. My niece, Rebecca, also there with my sister, has opened up her own textile recovery business in addition to doing restoration work for museums. Wendy is going to hire her to repair a rug in our house which has been bothering me for years. It is great for us, and nice that she can get the job and be paid.

Dinner with our friends, the Greens last night was very pleasant, and I found myself spelling out how I plan to become famous and stop any chance of becoming irrelevant on the road. I figure that if people have heard of me, no matter what age they are, they will want to see me if nothing else to hear about my adventures. I am starting to get nervous about the phone meeting with my prospective literary agent on Tuesday morning. As with all of my relationships, I need to establish what he needs to be content so that I can also get what I want. If it seems that we can work together and have a chance to go big, then I will contract with Barry, the publicist, to coordinate the eventual launch of the book. Then, perhaps we can move on to going on the road with improvisational sales theatre, and/or a radio program on helping people with selling. It will take away from some of my time at work, but the incredible amount of branding it should give us would more than make up for any loss of direct time from me. At least, that is the plan in my head right now. I am coming to a pivotal point in my life that will dictate the next ten years, and I want my course to be a result of planning and resolve, as opposed to accident and luck. Of course, added help from the latter two are also welcome.

11/2/15

3:52 pm DST - My Office, N.J.

With the time change daylight comes earlier, which makes it nice for biking. Dusk is also earlier however which means soon I will be driving home in the dark.

I got an unexpected email this morning that a company in Canada wants to see Kayla and me in two weeks, so I spent a lot of today working on our Canadian contacts both to look for more appointments and to find out who has changed jobs.

The stock market here in the U.S. is going up, I have no idea why.

11/3/15

4:20pm DST - My Office, N.J.

I called Jeff, my potential literary agent, at 11:00am as scheduled, and we had a good talk that went differently than I had planned. He liked my book about sales and wants to go ahead and represent me. Incredibly good news! He also said that part of my responsibility as the author will be to create and spearhead the vast majority for the marketing to generate sales. In other words, the publishing company would put up the money to print the book and supply their name and branding, but I needed to do the rest. As it happened, I was already prepared to do this and told Jeff that I planned to hire a publicist - the man who had given us his name, was already a published author, and would help me get a radio program on Sirius Radio or a platform like it. At least that is my vision, I am not sure if it is doable. If we can leverage the book being published by a major publishing house, then anything is possible. Jeff was extremely happy that all three of us would be working together. With that, he said he would email me a contract. He also sent me a form for a marketing plan, which in this case, the publicist, Barry will fill out for me.

After hanging up, I texted Barry that we needed to meet soon, and an incredible rush of adrenaline hit me. I have been writing for more than four decades and I may have my chance to go to the big time if indeed the contract arrives, the publicist agrees, we can afford to pay whatever is needed, and he can do what I want. Obviously, a lot still has to happen. I texted Wendy and she was very happy, because she knows what it means to me.

I continue to work on Kay and my trip to Canada coming in less than two weeks. So far, we only have two appointments. If it stays that way we will try and do it in one day.

11/4/15

10:34am EST - My Office, N.J.

I spoke with Barry, the publicist. We have agreed to work together, and he is coming here to my office on Monday to get as much background on me as possible, and to get the proposal ready for both the book publisher and for going after a syndicated radio show. He wanted to know why I am doing this and what I want to achieve, and here is my answer.

I am almost 60 years old, and it is getting harder to “relate” to young people when I am out on the road. The best way of bridging that gap is if I am famous for doing something that would be of interest to them. Learning to sell yourself in all relationships is pivotal for personal success, and my book would benefit anyone, even if they are not in sales. Being “famous” would also be a benefit because it would be an extra incentive to see me. I have always loved being on the radio. I think I am good at it and want to spend part of the next ten years on the air, either helping people with sales or potentially offering advice from my second book about relationships. Being on the air would also help to brand me and our company, which would also help in generating new customers, sales, and also spread to our BuildTak product lines. Everything would work to build on everything else, to increase name recognition for me and my company nationally and worldwide. We also want to spread to Twitter for our main companies, as well as any other social media Barry thinks worthwhile. I can do it personally, if necessary.

11/5/15

4:44pm DST - My Office, N.J.

I heard back from Jeff, the literary agent who emailed that he would put a signed copy of the agreement in the mail. I will try and hold off on my enthusiasm until I get the actual document, but it is getting hard to stay calm. I have a Monday meeting with Barry, my publicist to go over everything and give him his first month’s retainer. Again, once that is done, I will get more excited. Once those two things are in place I will have my team set, and since they will work together, I am expecting that they will do most of the work to find the best publisher, make the deal, and set up the radio show. I may be expecting a lot, and probably am, but let’s see what they come up with. Obviously, I will be happy to do anything needed, I have not come this far to stop because of effort now.

All of our preparations for Barry and Emily’s Wedding appear to be done. We leave tomorrow afternoon and I am looking forward to everything about it.

11/6/15 5:42pm EST

Hyatt at the Bellevue Hotel, Philadelphia

I slept late, until 6:30am, which was great. Then I worked out and went out for a calm, peaceful bike ride. It has been unseasonably warm and is probably the last 60 degrees F plus day before next season. Nothing much happened until we left to pick up Ben and Kate at Newark Airport in the early afternoon, and then Ben drove us here. We saw my nephew Barry at the check-in. He looks happy and energized, and we are now all waiting to go to the rehearsal dinner, which is supposed to be about ten minutes from here. I still have not wrapped my head around the idea that not only is Barry 31 years old, but also getting married. The first time I met his mom, Barbara was in the hospital after she had just delivered him. In some ways time moves very quickly, especially when we are fortunate enough to have things go well.

11/6/15

11:08pm EST Time

Hyatt at the Bellevue Hotel, Philadelphia, P.A.

I got our car from the valet parking people and proceeded to make a wrong turn, which caused a mini-traffic jam. The attendant had to come and help us. I felt really stupid about it and resolved to give them a nice tip when I returned. Once out onto the street, there was a stalled car partially blocking our lane, which did not make things easier, but eventually, with Ben's navigational help we made it - a very long journey, at least for me, of about ten minutes. It was long enough to reinforce the fact that I don't like to drive away from home, especially in big cities, and I will continue to avoid it as much as possible in the future.

After parking we got to the restaurant. There were 49 people there, all very ready to have a good time, which happened with numerous speeches and fun stories. Both Barry and Emily looked fantastic, and with the liquor and good food flowing freely, there was a very lively, festive atmosphere. My kids, of course, looked great, including Kate, as well as my wife. I looked good right up until the time I sprayed myself with salad dressing, but so it goes. I think it will come out of my shirt. We left before 10:00pm. I had to go back to get my jacket - luckily, Wendy realized I left it behind before we got too far - and were back here by 10:15. After a big snack and a long shower I am ready for sleep.

11/7/15

2:43pm EST

Hyatt at the Bellevue Hotel, Philadelphia, P.A.

I got an email from my publicist, Barry around 3:00am. He read the first 15 pages of my book and liked it. Definitely a good sign, since it will be much easier to market my book if he believes in it. I wrote him back with thanks, and to tell him that the Chinese translation should be ready by the end of the year. I am not sure he knows how "global" I want to take this, but he will have a pretty good idea after our meeting on Monday.

It is unfortunately only a matter of time before we have another downswing in the world economy, and when that happens people will have a need and hunger to find ways to increase their abilities to think and earn money. I think we can help them, and we need to be in position when it happens. Surprisingly, Wendy mentioned that if I went on a promotional "tour" she might want to come along. That would give me the ability to extend my time out on the road. I could also combine my stops with business calls, which means Kay could also come along for part or all of the time. It is what I wanted, but I get both very nervous and excited thinking it could actually happen. Maybe we should get a tour bus with printed commemorative T-shirts! I love to dream.

11/8/15

1:13am EST

Hyatt at the Bellevue Hotel, Philadelphia, P.A.

As you can tell from the time, it is really late. The wedding was a great success, was run well, and everyone was very happy. As soon as the ceremony was over I came back here to get ear plugs in case the music was loud, and in the process also ate three oatmeal muffins and a sandwich I had brought from home. I was already hungry at that time, about 7:00pm, so I am glad I rekindled my energy before going back. You will be amazed to know that I danced a few times, to the merriment of my wonderful wife and family, and there was a lot of laughter and good times. We got back here about 12:30am, and I will attempt to get to sleep soon.

11/8/15

9:00pm EST - My House, New Jersey

Sometimes ignorance is definitely the best state to be in. I was up before 7:00 am this morning, exercised in my room, and Wendy and I then went up to the wedding brunch scheduled for 9:30 am. Our plan had been to run out quickly since Ben and Kate had another wedding to get to, and things were running fine until someone mentioned that the Philadelphia Veterans Day Parade was happening on Broad Street in front of our hotel. This was a very big deal, and meant a lot of street closings which could have signified that we were trapped until the parade passed by later this morning.

Feeling cornered, I freaked out a little and we were on our way a little sooner than expected. As it was, the police did a fantastic job and we were only delayed about 10 minutes. We were home shortly after noon, and I unpacked quickly. Ben went running, I went biking, and Wendy went to the supermarket. I think Kate took a nap, which was very smart considering how late the 'after parties' went and how they did not get to sleep until very late. Ben was nice enough to drive home, but even so I was really tired, which increasingly showed as my ride progressed.

I did make it home. The weather was gorgeous, with blue sky, cool temperatures, and amazing scenery with the last of the leaves still hanging onto the trees. Once home, I saw that Elana had stopped by and was talking to Wendy and Kay about the wedding. After changing clothes, I was on the road to get an iced tea and then went to the supermarket to get supplies for the week. Kay was doing her laundry and stayed for dinner, which was very pleasant, and I hope to be asleep relatively early tonight. The wedding was amazing and both sets of parents did a fantastic job. I spoke to my friend David and my brother, both are good, and I am planning to see them next weekend. My parents were not home, I left them a message about the wedding and to tell them that I was back home.

11/9/15

1:10pm EST - My Office, N.J.

I went to see Dr. Mesnard this morning. He is a wonderful doctor and has a wry, marvelous sense of humor. Everything seems okay and I was on my way a short time later.

At 10:30 my publicist Barry Farber came in. He was pretty much as I expected: intelligent, aggressive, highly interesting, and enthused about us working together. After two hours we had a pretty good feel for each other, and are moving ahead to get my book on sales published and a radio or television show. I have a lot of work to do in preparation, including proposals for all areas. We are going to be busy. Here is what I have to do:

1. Get testimonials for my book on sales to prove to a potential publisher that there would be interest if it went on the market.
2. See if I know any highly placed people in sales that might want to use my book as a “primer” for their sales teams.
3. Adopt the Sales Improvisational Theatre idea for a television show, where I help a single or team of salesmen prepare to go out on the road, or perhaps some of it would be actually on the road. As with my father, my preparation for those candidates would be much worse than anything they would actually face, so if they could survive the training process then their percentages of success should be much higher.
4. Radio call-in show with other salesmen on for interviews. The purpose would be to show how sales skills are needed everywhere, and just because it is not in your title doesn't mean you can't or should choose not to do it. Topics could range from getting more business, to dates, to going for jobs and promotions, to launching new products, to getting along with your kids. Every life situation is a selling situation.
5. Check Blog Talk Radio.
6. Check whether The Sales Mechanic or The Ideal Sales Mechanic title names are available to copyright.
7. Get ready for Jeff the Agent:
How do we support my brand?
How do we prove that people will buy my book?
8. Send biography with a list of all my books, CD's, radio programs and dates, schools, kids, hobbies, sports, information about our companies, etc.

11/9/15

4:49pm DST - My Office, N.J.

I got back the agreement from Jeff. I now have an agent and a publicist. My team is in place to move forward, and we just have to define everything we want to accomplish and when. I emailed Elana to see if she can get her friend, a former governor, to write a review of my book.

Alex just called me, he was offered a job and is negotiating terms now. If all goes well he will be working full-time at a new company in a few weeks.

11/10/15

Here is what I sent Barry regarding the radio show:

Hi Barry,

Here is a sample radio program to give you a flavor of how I see it. I figured having guests and call-in but that will depend on the length of the program. Comments please.

Regards,
Andrew

Radio Program: "A Better Life Through the Ideal Sales Mechanic"

My name is Andrew Jacobs.

I took a family company that was just my dad and me and built it into a global enterprise with locations on three continents. I have also been married to the same wonderful woman for 30 years and have three great kids. I have a fantastic life that I am thankful for every day and it all happened because I learned how to sell.

Whether you know it or not you spend your life selling, maximize what you have to the benefit of everyone, especially you.

No one can be great at anything without having certain basic attributes honed to skills over time involving huge amount of physical, mental and spiritual effort combined with a passion for success that will utilize failure as a bridge to continuous increased success. My job is to help you pinpoint, develop, and utilize the best of what is inside you.

Start off with a story from my life like:

My family used to spend our summers going to the Jersey Shore. In the late 1960's when I was 13 years old I was afraid of everything, especially women. I was incredibly shy, awkward, and slightly overweight, although I thought I was fat. My self-image was not strong but I had a burning desire to find out about girls. My passion for women over-ran my fear of everything else but I had no idea how to start even talking to them. There was a man named Elliott at the beach at that time, part of a family we were friendly with. He was smooth, suave, and much older than me -15 years old. He could talk to women with an ease that filled me with the belief that he could do anything. I resolved to watch what he did and try and emulate his style and everything else about him. As I watched him day after day (it wasn't really stalking) I noticed that he was nice to everyone, often just said hello with a smile and they took it from there. When he smiled they smiled, when he said hello they said hello, and that seemed like a good place to start. I picked my spot. A gorgeous girl walked by, and I smiled and said good morning. She smiled back. We both kept walking and once I was out of her eyesight I almost collapsed from the stress of it all, but realized I had taken the first step towards dealing with women and people

in general. I was on my way and my life had changed forever.

Welcome everyone.

Hold up one hand, unless you are driving, and take the following pledge:

I, (state your name), do swear that I will use the information I receive today for the positive manipulation of myself and those around me. I realize there is a power within me that when unlocked it can be used for both good and bad and I will strive to use it for the betterment of everyone involved.

Let's get started. In case you did not notice, I think you are fantastic, I think you have incredible potential, and I also think I can help you to unlock all of the good things inside you. I can do all this with the techniques I have learned from a lifetime of selling. Whether it be going door-to-door looking for business, asking girls out on dates, building a multi-national business, getting most of what I want, I speak from experience and not theory. I will never give you advice that I have not personally taken unless I say it explicitly beforehand. Never rely on theory, teachers who have not done it themselves, or anyone who says what "should happen."

I am your mentor, I will tell you the truth, which you probably won't always like, and I will be the best cheerleader ever for you, but you have to face reality, and that can be very difficult.

Today's guest is.....

We are going to talk about dating as a metaphor for all personal relationships, utilizing sales techniques we will show you how to find the mate of your dreams. If you call expect very personal questions before we give you advice. If you can't take it, don't call.

11/11/15

10:35am EST - My Office, N.J.

I spoke to Barry he also wanted some samples of my writing. Here is my first attempt.

The Top Five Life Lessons I Have Learned

1. Treat everyone as an individual, especially those who are usually passed over as invisible, and you will have access to a world few people see.
2. People outside the United States are not evil just because they have different religions, skin colors, customs, and languages. Most people are good and want to do good things if you let them.
3. Business in the United States is usually done at a very high level, and in an ethical way. If you treat people well they will usually do the same for you.

4. There is nothing guaranteed, and if you feel entitled in any way then that will blind you to reality and open you up for manipulation by those like me who can see and use it.
5. Be thankful every day for what you have and for the potential to do more. Just living here in the U.S. gives us all an incalculable advantage over most people in the world. We are in charge of our lives unless we give away that power to others.

11/12/15

2:45pm DT - My Office, N.J.

As you can probably tell, having a book agent and publicist has temporarily taken over a part of my day, but there is still a lot of other stuff going on. My trip with Kayla to Canada is now set, although I may try and squeeze in one more call. We leave on Tuesday. I finished the book signings for all of our contacts in Canada and will move onto Europe as soon as Kayla preps it. I am hoping to go to Europe to go after customers who have moved during the second week of December if we can work out the appointments and the timing.

Our new 3D spatulas are in, which are designed to help people remove their printed parts once they are built. They look good but there is a problem with the box printing. We don't have the right presses to make the box here, so we sub-contracted it out and the supplier did not do a good job. When confronted about it today, their representative said it was a problem with the stock we chose. Unfortunately for him, he immediately attacked, saying we were being unreasonable - hardly a good way to react to a customer's complaints. We are waiting to hear back from them and I may be getting involved. Trouble is a part of all business, and how you handle it defines your long term growth and profitability. I don't like the treatment we are receiving so far, which is not a good thing for them.

Business for this month has been good, which always helps to put my mind at ease.

11/13/15

4:48pm EST - My Office, N.J.

I spoke to Barry last night and he thinks that he might be able to get me a weekly column in a national business magazine. The weather was beautiful, and after working out in the basement, I had a great ride in the early morning light. I have spent the day looking for appointments in Europe for a potential trip for Kay and I next month.

Gary, our accountant was in to go over last quarters financial results and he agreed with my estimates that things are good. I gave him an update on how everyone was doing, including Kay in sales, and he is upbeat about our future direction, as am I.

Financial markets worldwide do not seem to know what to do and go up and down within the same range. Mr. Trump and Mr. Carson are still leading in

the Republican polls - life in U.S. politics continues to be interesting.

11/13/15

7:26pm EST - My House, N.J.

A Time to Sell

The terrorist attacks in Paris are happening as I write. What has that got to do with selling? The answer is everything. Why do people attack each other? Why do they go to war? Why are they willing to risk everything to get things like land, resources, oil, religious freedom, security, and better lives? I think that answer is obvious, which is that they don't have them already. If the reason for that is that they do not have the chance to do it themselves, then that is a solvable problem.

If two people are doing business together on a relatively level playing field with the chance to do more for the benefit of both, then the odds of either of them killing the other is drastically reduced. The chance for mutual benefit under peaceful conditions where they and their families can live in freedom, peace, and harmony is something they will fight to protect, as opposed to giving up for the chance of a quick success if they kill their neighbor. That is what selling is. It is an understanding of how the creation of situations where all parties benefit on a continuing basis that will benefit everyone over the long term.

Real salesmen are not looking for quick, one-time profits where they cheat and steal and try to get all of the benefits and screw everyone else. It is not only morally wrong, but bad business, because if you have to keep setting up new projects and alliances then your efficiency rate will never be high enough to produce the maximum benefits and profits. In other words, bad business is bad all the way, and the reason why good salesmen don't do any of the practices associated with it. A good salesman is the "glue" that brings the right parties together under the correct conditions with the maximum chance for continuing success. We are the people who keep the economies of the world working, and foster person-to-person business relationships to the best possible levels.

To sell is to create, and to create is to build, and to build is to make better lives for everyone involved. Our world needs people who can understand that this is what is needed. We have to use the principles of selling and good business, and spread that across the world as opposed to everyone trying to force their views on everyone else. We still have a chance to make the world work better, but it has to be done through commerce – it is only through these types of continuing, positives relationships where all parties gain over time that the world will have a chance to work together in harmony and prosperity.

11/14/15

3:51am EST - My House, New Jersey

I could not get back to sleep after thinking about the terrorist attacks in Paris. I have been trained to analytically deconstruct various events utilizing my Rules of Selling. They have always enabled me to logically figure out why

someone, or a group, has done something. They will explain whether their actions have worked well and if they do them again in the future will the results, in their eyes, again be favorable. Therefore I figured to apply the same process here one article per "Rule" to see if I can define the event in terms of sales and will it repeat.

My first "Rule of Sales" states that "every interaction between two people or groups is a selling situation where the exchange of goods, services, power, sex, or money changes hands." The idea is that you enter into a contract agreement with another person, you give them something, they give you something in return, and if it benefits you both the situation repeats itself indefinitely. For instance, if you vote for a candidate who shares your political views, then they protect your interest by supporting various laws and making sure you are kept safe, and you in turn vote for them again to keep them in office.

I started reading various religious texts years ago because as a salesman and boss of a global company, I wanted to understand the views of as many people as possible when I traveled the world doing business. I have read the Old Testament, New Testament, the Quran, and the Dead Sea Scrolls multiple times, and what struck me is their similarity. They are all documents about defining what is suitable behavior, and they all also condone the actions of their followers for the survival and perpetuation of their religions.

In the case of the Paris attacks it looks like it was inspired or carried out by one or more radical Islamist groups whose defining document is the Quran. Their goals are both world domination of Islam and tying the death of a martyr to reap the highest benefits on the other side. To apply the first rule of selling, the followers of whatever group this is have a pact with their God that the more non-believers they either force to convert to Islam, or if they kill or are themselves killed, the better their chances are of eternal reward. That means that in order for them to successfully "sell," they have to massacre, create havoc, and ultimately die to gain what they want. This is the selling situation they have created between their God and them, and unfortunately I believe they have done it extremely well. Next time, Rule Number Two. "The most important thing to a person besides their family is their job. The second most important thing is a better job."

11/14/15

6:44am EST - My House, New Jersey

Analysis of the Paris Terrorists Attacks

Selling Rule Number Two

"The most important thing to a person besides their family is their job, and the second most important thing is a better job."

If you are able to combine religious fanaticism, family, and work all into one, then you have an unbeatable force. This is because all the forces inside you are moving towards one, continuous conclusion. If to reach your goals the pathways include intense indoctrination, being around others like you, promot-

ing terror and war, and ending with a glorious, quick death to reach the other side, then you have a situation which is unstoppable.

In business we compete on a playing field which enables the various attributes of passion, power, aggressiveness, availability of resources, mental toughness, initiative, and innovation to determine who can get into the game and who will take the bulk of the sales. The day-to-day advances in our business lives are determined by the defined rule and belief that our opponents want the same things we do. We all want power, money, sex, families, to be happy, make a difference, and pass on the good stuff we have learned. The order will be different from person to person, but the basic ideals are the same.

For the terrorists, however these goals do not apply, and therefore they are playing a different game. Therefore, as in sales, we – everyone - in this life must realize that this is a different world, and our responses can no longer be the same ones that we have taken in the past. There has been a quantum shift in the rules and we need to understand that in order to "sell" here, we have to change our thinking. Otherwise, they will continue to wreak havoc, make gains, and win. Next time, Rule Number Three: "You will never have the chance to get what you want until you define what someone else wants first and try to fulfill that need."

11/14/15

7:01am EST - My House, N.J.

Analysis of the Paris Terrorists Attacks

Selling Rule Number Three

"You can never have the chance to get what you want until you define what someone else wants first and try and fulfill that need."

Unfortunately some things in this world may be simple but they are just not easy. To give the terrorists what they want, in their eyes, is a very simple matter. Everyone in the world will convert to Islam and those who won't will be murdered by the others. The world will turn to Sharia Law, which is a life based on extreme deity, suppression of woman's rights, and fanatical interpretations of the Quran. If you want to see its implementation in action, read about the changing life in countries all over the world. I have been in a country in transition and it is not a pretty process.

Obviously the rest of the world will resist this wave of violent change, and now the major powers of the world have a reason to once again come together and attack this problem. I say attack because there are two groups involved in any discussion of this rule. Both are out to get what they want: one wants the world to stay as it is, the other wants a new world domination. Since both feel they are right, we will now go to war. The coalition of which I am pretty sure is already forming will now gather to obliterate ISIS and now has, in their eyes, a similar right to go after similar groups. Normally in business, this rule simply means that you have to figure out what the other person wants, supply that need to some extent, and then you will get the chance to get

what you want. It is the basis of all cooperation, and the best, most profitable way of doing business and living life for that matter - the mutual good of all is defined, understood, and implemented so all gain something over time. In this case, however, both sides have defined what they want and neither will allow the other to get theirs. There is no middle ground possible. Whomever has the most resources, determination, and willingness to fight over the short and long term will determine who wins, and in this case, will decide how the rest of the world will function. There are more "Rules of Selling," but in this case it doesn't matter - we have reached an impasse and until it is settled, nothing else can happen. I know which side I am rooting for.

11/14/15

9:47pm EST - My House, N.J.

In spite of the horrible news from France - 129 dead 352 wounded so far - I had a really good day. I started off working out in our basement and then emailed my last four entries to Barry to see if he thought they should be part of my audition for the national magazine. I did not hear back from him, but we are scheduled to meet on Monday. After going biking, it was chilly and beautiful weather.

I went to meet Uncle Dave for tea. While there, he told me that he and his girlfriend, Janet were thinking of getting married. They have been together for almost 20 years, and Dave doesn't like the idea of marriage, although they have been engaged for a long time. His friends tried to convince him that it would be for the best insurance and benefit-wise and if they continue and succeed, he will probably go through with it. Stay tuned on that one, since he has never been married and I won't believe it until it is actually done. We talked about other things including his mind moving towards negative potential events whenever it goes to rest. I suggested he have a fall back positive project that he could force himself to think about instead of the potential bad stuff. He agreed and will try and figure out a positive thought to focus on.

From there it was back here where I read, took a nap, and then Dayne came over. We have a great time practicing and then dueling outside on our driveway. I have been practicing my Epee fencing in the basement using pictures of people's heads as targets to help focus my strikes, and it seems to have helped. I am definitely more accurate. We had fun and I got out a lot of aggression trying to "run him through."

After cleaning up it was out to dinner with Wendy, always a pleasure to have alone time with her, and then we came home and watched a sad, depressing movie. I watched some and then left to have a snack while she viewed the whole thing. I did not know it would be that kind of film when it started, and eating was a welcome diversion from watching more of it.

11/15/15

1:06pm EST

I just finished the book proposal to send to my agent, who will then send it to potential publishers. I will email it to Barry, everything I needed to do until we meet is now done. I worked out and biked this morning. I have the afternoon free, what a concept!

11/16/15

4:45pm EST - My Office, N.J.

I had a talk with Wendy last night about our financial estates and how to handle them when we die. Not a fun subject, but still very necessary especially with the changing tax laws. I emailed our results to Gary and he and I spoke this morning, we still have planning to do, but are moving along. He will be the executor for the will and since Wendy, our kids, and I trust him, I feel really good about that. We will pay him for the work, which could be a lot over time, but I would not feel good about saddling this with one of our friends or relatives.

Barry was in this morning and we made significant progress regarding my book proposal and getting ready to send test columns to a few potential magazines. Kayla is working on the book proposal excerpts which Barry will send to people he knows for reviews and endorsements. Elana is working on editing two test columns and my revised biography. All three of them are invaluable in this overall effort, along with everyone here, since I can't possibly do all of this and still work full time. In response to the Paris bombings, France has started massive bombardment of ISIS, other coalition partners will join and the other anticipated result, since at least one of the bombers came in with the Syrian refugees crossing Europe, a backlash has already begun against them and I am sure that their immigration will be hindered if not stopped. It has already also started here in the U.S.

11/17/15

6:35am EST - Newark/Liberty Airport Newark, NJ

Yesterday had quite a moment for me, when I was sitting in my office with our publicist, Barry speaking to my agent, Jeff, with both talking about my book like it could actually be a success. After I have written something and gone through the editing process, I am usually so tired of looking at it that I think it has little value. At this point they have both read all or part of the book, so if they are still with me they must think it has value. This is a great ego booster and gives me a platform to go for more areas like a column. I was asleep especially early last night, up at 2:00am, and exercised until I ran out of time. Mike the Driver picked me up, then Kay and I got here and through security in good time.

11/17/15

8:57am EST - In Flight, About 19 Minutes to Montreal

In preparation to capitalize if I do get a book deal and a magazine column, I will have to make public appearances and probably give talks, so I want to make sure our company is branded along the way besides just me. One way we can do this is with a laminated card with the Rules of Selling printed on one side, and our company information and products on the other. If we do this correctly, the amount of advertising for our company could be huge.

11/17/15

11:28am EDT - Somewhere Near Point-Claire Canada

We are at a really cool supermarket. I am not exactly sure where we are but Mike, our driver for the day, says it is like a Canada-based Whole Foods Supermarket, and it seems like he was spot on. The last sales call was to a division of the company, Thomas and Betts. The reason I mention it is that that my dad had the account in the 1970's when I came into the business, so there is a small tie between us. We met with two intelligent buyers who understood our capabilities after we went over them, and they seemed intent on using us if possible in the future. We have made some labels for them in the past. You never know in these situations, if something unusual or difficult comes up in the next four to six weeks we may have made a big enough impression for them to call us. It is a beautiful but cold day here in the Montreal area. Getting up at 2:00am is taking its toll, so I hope to get a nap in before our next call. We will have lunch here and there is a lot of pricing to do for some rush jobs at home. Rich is supposed to call me back soon to go over them.

11/17/15

3:01PM DST - Near Cornwall, Quebec, Canada

The call after lunch was to a customer who has been sending us less work over time, and I figured we would hear about the cause. I was right, and sitting before the three people from their side they told us they loved our quality and delivery, but our prices were higher than what they could buy locally. One of their contract manufacturers had already contacted IJX without telling us, which caused some problems when I found out, but that is now smoothed over and I suggested that they send the balance of their orders to IJX and cut out their other North American Suppliers, including us. They were a bit surprised at my move, since I was not fighting to keep it for our U.S. Group, but since IJX's prices were much lower than anyone else's and we got a percentage anyway, it was the best way to try and get all of the business instead of just little pieces. I told them that if there were any problems along the way with deliveries after they switch to them, then IJUS can always back them up. The meeting ended happily and I will start the groundwork when I return to the office with two of their contract manufacturers and get this going.

The next stop was the other contract manufacturer mentioned above in Cornwall. Unfortunately, when I called to see if could stop in earlier than

planned, I found out the buyer was out sick and there was no-one else to see. As I said to Kayla, this is part of being a salesman - sometimes people are not there or stuff happens, and you have to roll with the punches. We are now on our way back to Montreal and to check-in at our hotel. Since we should get here earlier than planned, I will do a short workout and then take Kayla out for her one year anniversary dinner. It is good that we now have time so I am happy about that part of it. I have not been stood up for a while, it is bound to happen and will happen again - as I said, it's a part of being on the road.

All throughout today I have been involved with Rich and a group of people from Flextronics and Alcatel-Lucent regarding a group of rush labels. Unfortunately, they may not be able to give us the final changes we want or the exact quantities needed immediately, so we cannot get started. Besides, there is a lot of money involved and they may want someone else to do it. However, to get a jump on things, we are doing the artwork so there is a lot of activity going on.

11/17/15

6:13pm EST- Intercontinental Hotel Montreal, Canada

I got a message that our lunch meeting was cancelled because the customer was sick so we are in the midst of trying to get an earlier flight. Never dull on the road. I am meeting Kayla soon for dinner. Since it is her one year anniversary we are planning on Mexican food, one of her favorites.

11/18/15

11:52am EST -Montreal Airport, Canada

I was asleep by 9:30pm and up at 4:20am, but with getting up at 2:00am yesterday it was not enough and my stomach was off. Regardless, I exercised, which today was unusually difficult to get through. I actually had to change my routine, which is really rare but good enough. I met Kay for breakfast, and she did not feel great either. After eating and once on our way with Mike, the local driver, we were better. Our only call today was to a lighting company which had no signage on the outside. It turned out it was owned by Hasidic Jews, one of the owner's sons had been attacked recently because of his religious clothing and they were afraid of more attacks because of their religion. Since we are also Jewish, we obviously understood and expressed our sympathies about the overall problem. The good news is that the company is doing extremely well, and after taking a tour we came up with an idea about how to help their advertising by building a small working device that will highlight all of their lighting capabilities. There are some other label possibilities, also, so it was a good call. Then it was off to the supermarket and finally here.

The large group of orders from Alcatel-Lucent and Flextronics we have been hoping for are in the works, but the delivery date is almost impossible and we still need some finished artwork, so we will do the best we can. It is good that we will be back in the office tomorrow to help coordinate everything.

11/19/15

3:13pm EST - My Office, N.J.

All of the flights turned out to be great for our trip, and we were back at my house by 4:15pm. There was not a lot of energy left in me but I did some prep work for today, had dinner with my lovely wife, and was asleep before 9:00pm. Today was spent catching up, marketing, selling, attending a meeting with Barry and trying to come up with a name for my proposed column. Business for this month is good, and our people are working overtime, always a good sign.

In response to the Paris terrorist attacks the U.S. House of Representatives voted to halt the Syrian Refugee Resettlement program. Contract workers have gone on strike at some of the major airports here in the U.S., including the three surrounding us. I hope they are settled before we fly again. In an interesting turn of events, the hacker group "anonymous" has declared war on ISIS. France is also now partnering with Russia to fight them. Strange sets of circumstances, and the old adage, "a common foe will bring enemies together" has never been truer.

It is really good to be home. There is nothing like leaving to make me appreciate what I have here. I also like to be on the road, so it is the best of both worlds.

11/20/15

6:26pm EST - My House, N.J.

Kayla came to me today. We had planned in advance that she would start going after her own sales, and I gave her a lead - a man who used to be at Tel-labs and is now with Tesla Energy. I thought it would be a good fit for her and she agreed. She then asked me why I was preventing her from cold-calling. For those of you who have never done this, cold-calling is the act of going into companies without appointments and trying to identify the appropriate buyers.

Some background: when I was first starting out in 1977 my father not only had me go cold calling, he also gave me one account. When I contacted the company it felt really strange to tell them I was my dad's son and that I was taking over their business. It was like I was being given something I had not earned and because of a special position - this was a non-earned entitlement and I hated it. I vowed then and there that I would never accept another account from my dad and I would get them from scratch. Since there was no internet, social media, email, cell phones or anything else, we were still using typewriters, it meant that cold calling was the main way to succeed. I was in purgatory until I could either sell my way out or fail. It was both a foolish and immature reply to an offer of help and it relegated me to a path of extreme difficulty, but that trial by fire forged my soul and for me it was the best way to go.

Fast forward to my wonderful daughter. Yes, I would like to protect her as much as possible and give her a less painful route to success. Yes, referrals from our company and the use of social media is a much easier and kinder route to take than the outrageous fortunes of the road. But my daughter is not

built to accept help, as I was not, so I made a deal with her to go both ways – cold-calling paired with accepting help and referrals from us. That journey began today and I feel very confident that both ways will produce positive results both in actual sales, in her view of life, and also giving her the valuable experience she needs to soar. It should be a fantastic journey to watch.

11/21/15

3:42pm EST - My House, N.J.

I got a lot of badly needed sleep last night and was up before 7:00am. After doing my exercises inside and eating a good breakfast, I was out on the road with my bike. It was chilly, with a cobalt blue sky, and I decided to alter my route to go by the office. We had a crew working today to help work on a large group of orders and I wanted to make sure everything was running okay. Actually, my main purpose was to make sure that the pizza Rich ordered yesterday would be delivered and paid for because it meant a lot to our team. This was a small token of my thanks to them for working on the weekend. They were fine - I left cash in case the credit card got messed up and was on my way shortly afterwards.

I stopped by the bike store to get a quick modification - my gears had been slipping. While that was being done upstairs I went to the main floor to talk to the head salesman, John about a new bike that Wendy was going to get me to celebrate my 60th birthday. He showed me pictures of what was available, I wanted the same brand and model as my current bike and told John to count delivery days backwards so we could order her in time for my birthday. I am figuring six weeks will be enough time to bring her in, get measurements done for a precise fit, and "soup her up" with the various stuff I want added. While I don't go for very fancy high-end cars, clothes, or jewelry, there are some areas, like bikes and guns, where I have specific tastes and actually enjoy the purchasing experience.

Once done it was back here. I was pretty tired by the time I got back, as it had been a good, tough week, and Wendy and I had lunch. It was then outside where I re-arranged some of the hanging glass balls and other ornaments we have to augment our flowers, which are mostly now gone for the season. Wendy did not like the new arrangement. She said it made us look like the weird house on the street, so I put it back as before. So much for my attempt at design decoration. I also covered the air-conditioning and heating units for the winter, which utilized the extremes of my ability to be handy, and then called it a day for outside work.

It was then off for gas, the food store (where I temporarily misplaced my wallet), found it and felt fantastic for the find, and went for iced tea at Dunkin' Donuts. After reading my bible, I am at the point in the Old Testament where King David is getting old and about to pick Solomon to replace him, I took a quick nap and am now going to do some editing on this year's log book. I was listening to the radio program "Market Place" on National Public Radio - perhaps Barry can get me an interview on it. I have been listening to it for years

and it would be a real thrill to be a guest - besides talking about how everyone sells whether they know it or not, and should make the best use of the attributes they have would be a good thing for their listeners to hear.

Wendy is already starting to prepare for Thanksgiving. She is buying some of the food, we already have one turkey in the refrigerator, and another one is coming along. With lots of people and food (we are not sure of the actual guest count) it should be a blast. Ben and Kate come in Monday, and I think Alex arrives on Tuesday. It is one of my favorite holidays and in addition, since all of the kids are home, we will also celebrate Chanukah, which only sweetens the time together.

11/22/15

4:45pm EST - My House, N.J.

I have a friend who has some trouble. He married late in life - is now 60 years old and unfortunately the marriage is falling apart. There are two step-children involved and they are going to be part of the carnage when the marriage finally terminates, which looks like it is going to happen regardless of my friend's best efforts. While he was financially sound before, his marital break-up will mean that his retirement is in jeopardy and that he will have to work for the foreseeable future. He was a head coach for a long time but recently retired, so he has to re-create a revenue stream based on being an assistant coach for various teams. He is in business with his brother, they own a martial arts school, but have very different views of the future for their company. His brother is a scientist by trade and not meant to be an entrepreneur, and in fact does not really like people in general, so having a company involved with the public is a bad fit.

Until recently their martial arts school as a whole has done well, but with the current economic climate, their school is losing students and no longer profitable. On top of that, his brother is condensing the scope of their business by reducing the areas of martial arts they offer, which again, affects their appeal and the amount and type of students they can attract. Therefore, my friend's life is on a bad course in most areas and he needs to right his ship in order to have a good course for the future. Regarding his marriage, there is nothing I can do or advise him on - he has lawyers involved and that will end as it should. As for him being an assistant coach at various local universities, he is at their mercy because he needs the money, they know it, and are not afraid to make ridiculous demands of his time, knowing he will still come back to them. Obviously the best thing would be for his brother to leave the business, my friend to take it over full-time, and build that up to a thriving enterprise. While that is happening, he can utilize the assistant coach positions to bring in students and help offset his income needs.

Everything comes down to my friend being able to convince his brother to leave happily and with their relationship intact since, of course, they are still brothers. This is the most difficult thing because relationships are the basis of everything. That is good and bad in every interaction, and especially when

you are talking about relatives you have to be really careful in how you handle them. The best and only way to handle this is to try and end amicably so they can both win.

11/23/15

1:39pm EST - My Office, N.J.

We sent an audio clip of some of my past shows to Barry along with a modified poster from my radio program, The Sunday Night Lifeguards. We are quickly nearing the end of what he needs for the book submission. Crunch time is coming.

11/24/15

3:40pm EST - My Office, N.J.

It has turned colder here in New Jersey, too cold to bike outside, which means I am working out totally in my basement probably through Thursday. Ben and Kate got in last night from Denver for the holiday. They look great. Alex is due in tomorrow and we will have a full house tomorrow night. We have been doing more work on getting ready for the book submission, Barry has been making changes on my audio tape and some graphics work. We are trying to respond incredibly quickly to keep the pressure on him to keep going after more, but I don't think he needs a lot of pushing - he is a very aggressive guy, I like that about him.

As of yesterday Kay and I only had one appointment for our trip to Europe, and now we are almost full - so much for my complaining that no one was answering back. I am hopeful that we can finalize all our appointments tomorrow morning so we can then do the flights, drivers and hotels.

Turkey shot down a Russian military plane today in Syria, which destabilizes the area even more. President Obama has warned all citizens to travel outside the United States at their own risk, and since that will not stop me, I did offer self-defense lessons to any of our people who will be traveling.

I would love to travel armed at least with a knife and sword, but obviously that is not happening, so we will do the best we can. All this means is that the travel industry will probably be hurt and defense contractors will probably be helped. The war in Syria and against ISIS will grow, which means allies will be changing roles. At this point I am not one hundred percent sure which groups and countries we should be supporting. I have little problem traveling myself, but am concerned about my team. We are heading to Belgium in a few weeks, I hope things have calmed down there by then.

11/25/15

2:05pm EST - My Office, N.J.

For those who know me well, being "handy" around our house is not one of my strongest areas. I was getting ready to start my workout on my bicycle in our basement. She is a mountain bike with a roller device attached, so I can use her in the basement to comfortably pedal while actually going nowhere. As

always, I had my headphones on and was eating an apple, but had not plugged my cord into my iPad so I could connect to the world. Unfortunately, the hanging wire was caught up in my gears and got wrapped around the extremely greasy inside action of my bike.

Realizing in horror what happened, I tried to take the bike off the roller platform and took off her back wheel, which eventually resulted in my retrieval of my cord. In the meantime, I became covered with grease. After trying to put her back together with the roller to no avail, I went on our treadmill. As I was walking I looked at my bike and eventually got annoyed with myself that I was having such trouble, so I stopped and tried to get the chain back in working order and the roller attached. This time I was successful with the gears but got more grease all over me, and I got the brilliant idea that since I was having trouble attaching the roller device by trying to hold the bike upright, I should turn her upside down and fix everything in reverse. That worked well, except that I ended up putting the roller part on backwards and had to do everything again. I was successful in getting her back upright and working and was able to finish my exercising, but it took a while to de-grease myself in the bathtub after I finished. I was, however very happy that I was able to eventually get it done. As I said, I am not handy, and any victory in that area, no matter how small, is still a success.

Preparations for my trip with Kay to Europe next month continue, I have one more appointment confirmation and either way, whether we get it or not, I can finish everything.

Ben and Kate came into my office before. They had been in Manhattan visiting friends and were here to meet up with Kay so they could spend the afternoon together - I think they are going with Alex, also. After I get home from the chiropractor, all of us including Wendy are going out to dinner. It is a joy to have everyone home.

I heard from Barry this morning. He really liked my audio audition tape and thought I should be back on the air, it is up to him to make it happen. He and Elana are working on my book proposal. Without my team this would be an impossible effort, I am very fortunate to have them all.

Since I had some time I started going after new customers through LinkedIn. I don't expect any responses until next week, most everyone has already shut down for the holiday.

11/26/15

5:42am EST Thanksgiving Day - My House, N.J.

I just finished reading an email from Elana. She stayed up until early this morning editing my book proposal information for Barry. I did not change a word, she is very good in this area, and submitted it. I know it is a national holiday but my team, especially me, is constantly staying in touch. They expect it from me - a good owner has to lead by example and if I expect their maximum effort and efficiency then I have to do the same myself. I love my life, and the passion that booms out from within me is the jet fuel I use to keep going and

to motivate everyone else. I have a fantastic group supporting me, watching to make sure I don't go off too many deep ends at the same time, and enjoying the ride to see how far we can all go.

I understand how truly fortunate I am, regardless of whether it is Thanksgiving but especially today, for the chances to go and do what I want for the betterment of myself and those around me. We have the chance to make a real difference in multiple areas and the next few years will determine how much of a positive impact we can make. We have all of the people we need, although I am sure more are coming into position that we don't even recognize yet, and our horizons can keep expanding as we see more of a vision of what can be - the only things stopping us are the limitations I put on myself and those around me. I have to make sure not to hinder their abilities and to let them soar to the best they can be. Only in that way can we all surge to the full extent of what is possible. It is incredibly exciting and a little overwhelming to think about what we can accomplish overall, but the journey is the fun part - to keep climbing to find out what we are capable of and what is on the other side of the mountains we face.

11/27/15

2:52am EST - My House, N.J.

One of the requirements of being Chairman of a public company is attending board meetings. With the advent of Skype and other communication vehicles, however, you don't always have to attend in person. This makes it much easier for me to be in on meetings, since there is a 13 hour time difference, I follow their schedule, hence the reason I am in our basement right now in the middle of the night, waiting for their call.

Yesterday was Thanksgiving and I had a really great day. After my usual exercising and being able to bike outside, the temperature was in the 40's, so it was very pleasant. Kayla, Alex, Ben and Kate stayed here the night before, so our house was in a high state of activity from the time I got home to when people started arriving about 2:00pm. It was a grand crowd, with Barbara, Cliff, Barry, Emily, her parents, Myrna, Norman, two friends of Alex, and two friends of Kate. As per tradition, we had two turkeys - one roasted by Kayla and the other fried out on the driveway by Cliff. We had chairs set-up outside so people could hang out while the cooking was happening. Various people brought their usual contributions, with the addition of new, excellent foods, and dinner began around 5:00pm. Everyone left after cleanup around 10:00pm. As always, it was a blast and Wendy and I were really tired by the end of the evening. I got to sleep before 11:30pm and was up at 2:30am. I am finally awake enough to function, so I hope the meeting starts soon.

11/27/15

9:52pm EST - My House, N.J.

The meeting ended around 5:00am. Things went smoothly, and we scheduled our next board meeting for February 29th, which means I can schedule

our next trip there. I then went back to bed for a while. I was up at 7:30am, worked out in our basement, and then went riding outside - it was a beautiful morning. After lunch I got a call from the bike store. They know I have been interested in a new version of the one I got three years ago, and John, their head of sales said he found one. Although tired, I went there and she was beautiful - a two tone, black bicycle with an electronic switching system which should eliminate any gear sliding when going up steep hills. She was a leftover 2015 and John offered a good price, but I said I had to talk it over with Wendy first since it would mostly be a 60th birthday present from her. I then went to the store to buy turkey burgers and was back by 4:00 pm in the nick of time to pack my car and go with Wendy to Barb and Cliff's House for a Thanksgiving leftovers dinner. Besides Barb and Cliff, Norman and Myrna, Wendy, Kayla, and I were with Jess and Joe and their kids and Barry and Emily. I spent part of the time playing Legos with Cliff and Cooper, and tried to stay awake through dinner. Yesterday's celebration was wonderful, but that combined with getting up at 2:30am meant that I was still very tired and hope to be asleep soon.

11/28/15

4:02pm EST - My House, N.J.

After my usual workout this morning I saw Uncle Dave for tea. He is doing well - life in real estate is good, his niece just got a new job, and he is looking forward to having his hip replaced on Christmas Eve. He is noticeably limping and in obvious pain, so the sooner the better.

My fencing instructor was delayed, so it gave me time to go back to the bicycle store and look at the new bike again. I had already texted Wendy a picture and she liked it, too. I gave them the go ahead to get the modified handlebar into stock so I could give her a test ride before giving the final okay.

Dayne arrived after I got back and we had a great lesson. He taught me a new move I was anxious to try, and unlike most fencers, I have no problems getting hit if I can hit also, even if I am a little later. The contact and combat is what I thrive on and it was a lot of fun. Afterwards he mentioned that he had gone to a bar the night before to visit a friend and he found it fascinating watching the under 30-year-olds mingling with their own and opposite sexes. He found it hard to relate to them and I suggested he turn it into a selling opportunity to get martial arts students by talking to the various participants and getting them to talk about something intelligent rather than the otherwise banal, regular bar talk. He liked the idea of looking at it as a captive group of potential targets to become his students, and of him being looked at as a man of experience worthy of respect, as opposed to an old guy trying to pick up young girls.

While I felt little pain while training my body is now tightening up, so I will go take an incredibly hot bath, have dinner, and then get ready to go to my brother-in-law David's 60th birthday party in town.

11/29/15

3:13pm EST - My House, N.J.

David's 60th birthday party last night was a lot of fun. My parents were there, and Kayla even came by, which was very nice. She is wonderful that way, and happy to be there for family commitments. As always, her cheerful presence made Wendy and I proud. My brother and Eve were there, also. She and Wendy spent a lot of time talking, which enabled Ira and me to do the same. He and I always find things to talk about. We left there at 9:45pm, another late night out for us, and since it was held in the town next to ours, we were home before 10:00pm.

The weather turned colder this morning, but I had no problem biking outside after working out in our basement. Still, it was nice to get back indoors to our warm house, and after lunch Irene and Rebecca stopped by both to drop off some extra gluten free cookies which they had made for me last night, and to see about repairing our rug. Rebecca is a textile artifact restorer by trade, and has opened up her own business to repair various types of cloth-related products - the fringe border of our rug needs attention.

While I would normally see my brother this afternoon, he had to attend a Dental Products Convention, so I ended up just taking a badly needed nap, which I hope will help my back, which has been really sore, but not keep me up tonight because of the extra sleep.

11/30/15

2:32pm EST - My Office, N.J.

I could not get the earlier flight I wanted out of Nuremberg last week, so I am trying to fit in an extra appointment before we leave for home. Right now we are scheduled to leave next Monday night and arrive home late next Friday. I took Kayla to get her car serviced this morning - there was a recall on the airbag and they originally said it would be ready in two hours. Finally, five hours later, they called to say they did not have the right part, she would have to come pick up the car, and wait for an indeterminate amount of time for the part to come in. She is understandably very unhappy with them. It is easy to make a customer unhappy and even easier to throw them into a rage. Both conditions are obviously not conducive to doing more business. On the other hand, I just got an email from my bicycle shop and they are doing their best to make it easy for me to buy their product and also do a total service procedure on my other bike. I have been using them for years and plan to continue for the indefinite future.

I had lunch with Wayne Meng, Ben's brother. His company looks ready to make a huge jump in size and market share, I hope it goes well for him.

Our marketing continues to cover new people in Europe and those we have not contacted in a while. It is not thrilling work but highly necessary. Once completed, the full global review will be done since we will leave Asia and India to IJX.

DECEMBER

12/2/15

7:05pm EST - My House, N.J.

Barry was in today working on the proposal for the literary agent. The meeting went two hours and we covered a lot of ground. Our path is quickly becoming solidified, and after conferencing also with Jeff, my agent, it is becoming ever more apparent that I have to have a national column of some kind before going to see prospective publishers. Whoever I do the column for will want a continuous stream of new content to keep their readers coming to the site. It may mean up to three columns a week, but I am happy to attack the challenge if someone decides to take a chance on me. We have been battling around various formats for the column. For example, one geared towards sales could be entitled "Say Yes or I'll Keep Calling." One more about my life on the road could be entitled "Where in the World is Andrew Jacobs" or "Dispatches from the Ideal Sales Warrior". I have enough ego to think that my life will be of general interest, and if I am right, then no-one could do this column but me.

Sales for November were very good, and this month looks okay so far. As per my whole life, I am always worried about next month and beyond, if I ever stop being concerned, someone else better start doing it for me because it would mean I have lost my focus.

There was a mass shooting in San Bernardino, California today. Many people were shot and wounded by three gunman, but few details are available and we are all wondering who they are and why they did it. I feel very badly for the people who were killed and wounded, as well as their relatives and friends.

12/3/15

3:55pm EST My Office, N.J.

The weather moderated so I was able to bike outside this morning. I had lunch with my friend and mentor, John Rudder today. I told him about my quest to become published, get a column, and be on the radio. While he wasn't sure he agreed I was having a mid-life crisis, he liked the path I had charted for myself regardless, so that part was good to hear. We also spoke about family relationships and the need to try and manipulate positively so that all sides can benefit, also a tough path to follow.

Many of the world stock markets plunged because the U.S. Fed said they are raising interest rates. That, however, will probably be a good sign over time, and since there is nothing I can do about it anyway, I will try and focus on what I can change.

The formal book proposal and all the peripheral documents went to Jeff today. I anticipate changes will ensue before we move forward, and we will

move quickly on them.

12/3/15

9:11pm EST - My House, N.J.

Last night, as per my normal practice, I went to sleep listening to a Jean Shepherd tape from the 1960's. All was well, but after I drifted off to sleep I was suddenly awakened by a clanging bell. It turns out there was a copy of a professional fight at the end of the recording that included a loud play by play, which successfully got me up until I turned it off and put on some Thanksgiving holiday music. Its lovely, melodic melodies had me back to sleep reasonably soon afterwards. It has been a good day and I will be ready for sleep again soon.

Most nights I weigh myself to make sure I am staying within my goal range, and tonight I was about a pound past it. To you this might not sound like a big deal, but to me, a former overweight child who was ridiculed, it is a huge issue. Top that off with the temperature for tomorrow morning, which is supposed to be below 37 degrees Fahrenheit, my minimum to bike outside. Although I always feel I burn more calories outdoors, I do not like it when it is so cold - it is uncomfortable. I have been watching the weather projections (I told you I was obsessive) and will make the final decision tomorrow morning. Regardless, I will be watching what I eat until I am back again inside my goal range. Obsessive compulsion can be a great condition if used constructively over time, but it also has its down sides, and for all of us who have it, the symptoms and reactions can vary widely. I can generally use the massive amounts of checking and inability to change courses once plotted to my advantage, but sometimes the reverse happens and I have to deal with it. As a whole, I would not change any parts of my life, which is a great thing to be able to say, but I give many kudos to my wife, kids, and team at work, because I know it is not consistently easy for them.

It sounds like the shootings in San Bernardino was a case of domestic terrorism.

12/3/15

9:46pm EST - My House, N.J.

I pride myself on being prepared, ready for the unexpected, and good under pressure. Unfortunately, that is not always the way it turns out. I was at the chiropractor this afternoon and Barry, my publicist called. I was in traction with 150 pounds of weight pulling my vertebrae apart (to help them to re-hydrate) and I thought he was going to give me a quick update on helping me get a column. Instead he said he had the owner of a magazine dedicated to sales on the other line, and connected me in even after I told him it was not a good time. Suddenly I was speaking to a man I had never spoken to before asking me questions and my mind went blank. At that point, flat on my back and unable to have a conversation because there were other people in the room, I simply told them I could not talk and got off the phone. Once off "the rack,"

I texted Barry to get the guy's information so that I could email him back, but Barry was busy and did not get back to me until a few minutes ago. I will email him a proposal to see if we can work together.

12/4/15

3:38pm EST - My House, N.J.

I spoke to Barry this morning and he told me that it seems that business magazines will only consider new columnists who have a big following on Twitter or other Social Media. When I asked, he said at least 20,000 people, and I think I currently have four on Twitter. It looks like a major publication is out of reach right now but there is a publication called Selling Magazine, that might be a good fit for me. The guy who called me yesterday owns it but he only wanted a new columnist with the provision that he buy advertising space as I had done with WOR radio a few years ago. This changes things, as I now have to redesign my attack to get a column with Selling Magazine, so I can get enough Twitter followers, so I can get a new column with a bigger publication. The advantage of Selling Magazine is that the advertisements there should be aimed directly at the target audience for my new book, so if I can make a deal covering everything I should be able to get most of what I want. Also, since I will be paying for advertising space, it changes me from someone who he can push to a customer he wants to keep happy, so I will keep advertising and giving him money.

12/5/15

3:49pm EST - My House, N.J.

I had a really good workout this morning and saw Ira this afternoon - he seems well. Kayla came over here to pick up her dry cleaning in preparation for leaving tomorrow, and Elana dropped off muffins which I will take as provisions for Europe. My packing is mostly done, and it will be dusk here soon. From what I can tell, the weather in Europe looks cold and clear, and I look forward to leaving after our annual holiday party in the office tomorrow. Kay is in charge of my Instagram and Twitter accounts - we plan on starting to post tomorrow. It is good I don't know how to do it so she can monitor everything before I send it.

As is normal here in the U.S. with our general tendency to go towards extremes, the President will come out tonight looking for additional gun control measures after the latest terrorist attack in California. While he is doing that, the Republican candidates are calling for less gun control, with the idea that if more people were armed than terrorists and other crazy people, terrorists would be far less likely to attack anyone. If they did, then the chances would be greater that they would be shot before they killed too many people. It is the perfect storm of extreme viewpoints, and both sides don't seem to understand that geography is the key. In general, those in big cities tend to be more liberal than those in small towns. Similarly, those along the two coasts and Chicago tend to be more liberal than those in other areas.

When it comes down to it, nothing will happen because our gun culture is part of our heritage, and no amount of well-meaning liberal establishment groups are going to take our rights away. Besides, there is no proven documentation that if there were more guns available to law abiding citizens and they were able to carry them that it would rise or lower the crime or terrorist rates. The Republicans will push for less gun laws, the democrats more, and depending on what is happening at the time of the election, whether the population is in a heightened state of awareness or not, will determine how the people in the middle vote. We won't know that until the week of the actual elections.

12/6/15

3:38pm EST - My House, N.J.

I forgot to report yesterday that we set up the process to filter out about half of our tooling and inventory to make room for new equipment. I had been thinking about putting in a "Clean Room" for special assemblies like the genetic testing part we make, but I have been holding off until we got more business on it. We got word on Friday that a new order will be coming soon, therefore I told Vinnie to start researching immediately because we would need to put it in right away if we wanted it for this potential new order. He was excited about the idea and is already on it. We would also put in a

water-jet cutter, which a lot of our guys are also excited about, in addition to a CNC metal cutter and some additional equipment. If we decide to do this, then the clean-up will have to be done quickly, efficiently, and completely within two months.

I saw David today for tea - he is well, but his hip is getting progressively worse, so it is fortunate that he is going in for a replacement soon.

12/7/15

5:30pm EST - Newark Liberty Airport, Newark, N.J.

Her name was Marlo.

I fly a lot around the world, and airports can get very lonely no matter what time of day or night. I remember specifically a decade ago being stuck in Hong Kong for 24 hours because I did not have the correct Visa, and was wandering around the various terminals feeling totally isolated and unwanted. Since I am traveling with my daughter, Kayla on this trip (she is part of our global sales team) loneliness is not an issue, but when we stopped off at the lounge on our way to our gate an amazing thing happened.

While I am not afraid to talk to people, I generally keep to myself, and when Kayla left the lounge to go explore the nearby shops I pulled out my iPad figuring I would do some work. It was then that I met Marlo. Actually, Marlo was very nice as she verbally attacked me with a barrage of questions, including ones about my kids, their ages, what I did for a living, where I lived, and where I was going. I got a great description of the M&M candy store in Manhattan. I also found out that she, her sister, and her family were nearby, although not her older sister Mary. As you can tell, I heard everything. They

were on their way back home to Texas after seeing a Broadway Show.

It is amazing, the reaction when you are bombarded with information and questions, and the overload either shuts you up, or as I found myself, opens you up to telling her everything she wanted to know, including who was the good looking younger woman I was traveling with who was not my wife, who was at home. Of course, it was my daughter. Not to be stopped as soon as my Kayla sat down, Marlo set her sights on her and the information exchange began again. I found it fascinating that her parents were totally comfortable with her talking to a strange man, although I was obviously "kid friendly," and happy to engage in continuous conversation. I think they liked the break from the "questions barrage" being aimed at them. It was an excellent lesson in that if someone is open with you, then you are much more likely to be forthcoming in return. Since we are on our way to Belgium on sales calls, my defense shields went up early because of the terrorist attacks in Paris and the potential trouble there, but I have to say that the refreshing honesty and sincerity of Marlo's communication renewed my faith not only in the airport but in humanity as well.

12/7/15

6:21pm EST - Newark Liberty Airport, Newark, N.J., On the Airplane

I was up at my usual time, worked out inside as it was below 37 degrees Fahrenheit, and in the office before 9:00am. There was an electric feeling there, as this was the day of our annual holiday party and preparations were well underway. I finalized the plans for our trip, and it turns out I had only ordered one hotel room in Nuremberg, so I got another one and spent some time doing marketing in Europe. The party was pleasant, filled with lots of good food, much of it made by our team, and Wendy came which made it even nicer. It was over before 1:00pm, and I think our crew will be eating great leftovers for the next few days. Both Kay and I then left to work out and finish packing, and Mike the Driver had us here in plenty of time. It was busy in security, but we made it to the lounge without a problem and now we are waiting to take off. I am not sure if we are delayed, but since we have no connection I am not worried. A very nice man switched seats with me so I am now sitting next to Kay, which is an added treat.

12/8/15

12:52am EST 6:52am Belgium Time

In Flight, 52 Minutes until Landing

In Transition

I used to not enjoy long plane rides, but I had a change of mind about a decade ago. I was an assistant coach for my daughter's softball team. My primary job was to keep the parents from causing too much trouble with their kids during the games. One of the other coaches said he was going to England. I asked him how he was going to endure being trapped during the flight, and he said he felt just the opposite - he was looking forward to it. He continued on, saying

that it was one of the few times in his life when he was cut off from outside communication - no-one could get to him and he could do what he wanted with the time he was in the air. This was a revelation to me and completely changed my viewpoint, which was fortunate because about that time I started doing a lot of long distance travel. Today, the longer the actual flight the better, because it gives me a chance to make the transition to wherever I am going. There is usually a moment when my mind switches from missing home and my family to getting excited about where I am going. In this case, we are due to land in Belgium soon and will be met by the man who runs our Belgium office, and I am already excited about landing. Unfortunately, I have had very little sleep, which means I will pay for it later, but the adrenaline is beginning to pump and I am looking forward to getting to the airport and going into a new world. Actually, we are going first to his new office, which neither Kayla nor I have seen yet, and will house a small distribution center for products that are going to the rest of the continent. Later we are all going on a sales call to one of our biggest customers and finishing the day back at the airport, where we will go onward to Hungary. Traveling with me is a journey that most people would not care to experience, since I try to pack as many sales calls into as many countries as possible so I can get back home. I love my life in New Jersey and my life here on the road, so I have the best of all worlds, but the pace I move at can be intimidating. Traveling can be difficult, lonely, exasperating, inspiring, fun, exciting, and highly profitable. The trip depends on my frame of mind, and my frame of mind depends on both my preparation and how I view the world. A good transition to both worlds is within my control, the trick is remembering that this is true.

12/8/15

11:27am Belgium Time, 5:27am EST

Ideal Jacobs Europe Headquarters in the Town of Ghent

We landed late and were held up again in a very large customs line, probably fallout from the Paris shootings. Igor got delayed in a lot of traffic, but as it turned out, we only had to wait about ten minutes for him after we finally got our passports stamped. The ride here was pleasant and I got a chance to take a nap, which I am sure will be one of many since my sleep deprivation is already apparent. Once here, Kay and I met Kaat, Igor's second in command. She is pleasant, quiet, and appears competent. Although I don't like to sightsee I do like to walk around local towns to get a feel for the people, and Kayla and I just got back from a walking tour. It is an upscale area, clean, and I would imagine has a low rate of crime.

12/8/15

5:57pm Belgium Time, 11:57am DST

Brussels Airport, Brussels Airlines Lounge

Igor, Kay, and I went to lunch at a local restaurant. I had recently eaten my last turkey burger, so I was not too hungry and was happy with vegetable soup.

Igor and Kayla were both hungrier, and sampled some of the local fare, including chorizo sausage. Once back at the office, we changed and went to our sales call about 45 minutes away. At that point, both Kay and I were falling asleep whenever we started driving and we both got in good naps before the meeting.

Once there, we had a meeting with two Alcatel-Lucent purchasing people. Igor had warned me that they were going to complain about our prices, so before they had the chance I broached the matter and told them that their business, from now on, would be quoted directly by IJX, which should be less expensive than IJUS. The two customers seemed happy with that, and we will get them some revised pricing later this week on parts we already quoted. Then we began discussing new projects that could utilize our EMI shielding system and our ability to make multiple level sub-assemblies. We were out in less than an hour and came here.

Unfortunately, when we were checking in I pushed Kay to check her bag because I thought the plane we were going on would be small and there would not be room. I figured she had a better chance of it making it there if they checked it now versus at the gate. She reluctantly agreed, and both of us have been worried ever since. Since we are flying business class I probably could have pushed the flight attendants to find a place for it if it was too large for their overhead bin, but I didn't think that quickly enough and have felt badly ever since. We got through security, then bought food and ended up here having a mini-feast. Kayla is now taking a nap in the "nap box" area until 7:45, which means I have some time to write, edit, and maybe watch part of a movie.

Dispatch #3 - My Father Was Right Some of the Time

Growing up as the son of a son of a printer, I was immersed in the family business from birth. Actually, to be more specific, I was thrown early into an ocean of sales-related research, logic, analysis, and practical application. While I did not always agree with my dad's advice in other areas, his sales philosophy was spot on. I was reminded of it today while on a sales call in Belgium with my daughter, Kayla and the head of our European Office. One of the bulwarks of my dad's teachings was to "put your head in the lion's mouth." In other words, when there is trouble, instead of running away from it and saying it was not your fault, you run toward it. You come first with an apology, if warranted, and second with a promise that you will be available immediately for as long as the problem is in effect. He would give constant updates, often to a point where the customer would tell him to call less, and in this way ensured that they were comfortable that things were being handled and they could report as such to their boss. Once they saw my Dad was in crisis mode, they relaxed knowing it would be handled.

While every sales situation does not involve a crisis, this main kernel of truth is relevant. Igor, the head of our European office, told me that the two customers we saw today were upset because our prices were 70 percent higher than our competition's. While this was highly unlikely - since we sell competitively worldwide to companies with similar products and would not have

stayed in business for 94 years if this were true – but obviously there was a perception problem. In other words, even if 70 percent was not a valid number, there was still trouble. Therefore, as soon as we entered the meeting, I immediately brought up the issue, which surprised the buyers and gave me the chance to propose a solution that not only worked best for them but also for us. Instead of sitting there being defensive and waiting for the ax to fall, we went after them.

By the time we finished, we had worked out a deal where they would be serviced directly by our teams in China and realize a significant cost reduction. This also meant that we kept the business globally, which made it a win-win for everyone. Since this issue had been settled, it then gave me the chance to bring up other potential areas where we could supply products, which led to a new area where we could do business. By attacking head-on at the beginning of the meeting and dealing with the customer's concerns, it enabled us to potentially get more business and go after a new product line. I may not have agreed with everything my dad taught me, but he lived sales, had a passion for it, and made a continuous study of it his whole life. He was able to analyze a lot about what makes people freeze, buy, get angry, and become contented, and if you can do that you can do almost anything.

12/8/15

9:27pm Hungarian Time, 3:27pm EST

In Flight to Budapest

While in the last airline lounge, I got one of those texts that I am always afraid will arrive when I am away. My sister sent word that my dad was passing a lot of blood and was going to go for emergency out-patient surgery tomorrow morning. I called my sister - her text had basically said it all, and apparently there is no longer a choice. He has to do it. She will take off work and be with them. I offered to fly home early if needed. I then called my mom who sounded concerned, but basically okay, and told her the same thing. Nothing to do now but wait and see how things turn out. I have been listening to the Texas Minister, Joel Osteen, a lot when I am in my car. Although we are of different religions, his continuous messages of hope and positive outlook are not only refreshing in comparison to that of the bulk of other media, but his centering on morality and working hard to make a better life are goals we share. I have bought several of his books and read them while on the road. He sounds like the kind of man I would like to have as a friend, perhaps one day we will meet.

12/9/15

10:29am Hungary Time, 4:29am EST

En Route to Zalaegerszeg, Hungary

We landed on time last night and I am very happy to say that both of our suitcases were retrieved. I was really worried Kay's would be lost, which would have been my fault since she wanted to carry it on the plane and I said it was too big. My five hours of worrying have paid off and we did not have a

problem, so I was ecstatic.

We were at the hotel before 11:30pm, it was a beautiful, old facility decked out in Christmas lights and Kayla was very happy. I decided to work out in my room and get the proposal ready to send to a new lead from Barry. This was for a printing magazine, which we both thought would be a good fit, so I finished an email with the necessary attachments about 1:00am and sent it to Barry for review. If he likes it I will forward it later today. Finally, I was ready to go to sleep about 2:15am, and realized if I wanted to exercise again before breakfast I would have to get up at 5:00am. Carrying an already large lack of sleep, I changed my mind and set my alarm for 5:40am. I ended up getting a little more than 3 hours. Obviously that was not enough, but I had no choice and got up, packed, and picked up Kay for breakfast. She was also looking pretty tired. Food helped, but as soon as I got to the car I was asleep and stayed that way most of the way to our first call: Flextronics in Tab. This is not an easy place to get to, so I don't think a lot of salesmen show up here. We met with two very pleasant buyers and there is a chance for new business, so it was definitely worth the effort.

The World Climate Summit in Paris is continuing and they are hammering out some sort of agreement. It looks like a worldwide carbon credit system will be implemented, something I tried to get involved with a few years ago but gave up because there was no clear cut system in place.

12/9/15

12:40pm Hungarian Time, 6:40am EST

En Route to the Czech Republic

I have known the manager we went to see at Flextronics for almost a decade. He remains the very pleasant and capable man I remembered, and gave us the scoop on his facility. A few years ago, they lost most of their business and went from 7000 people to 259. They were slated for closure, but got some new customers and are now up past 1000 again with a good chance for survival. We showed him all of our current and new product lines, and there is a chance for business - on all counts it was a good call. It is cold here, near freezing, and I am very glad we have our winter coats. Our able driver, Peter is now heading towards Borno. It should take, with stops, about six more hours. By the time we get to the hotel, both Kay and I will be ready to relax, eat, and exercise.

Dispatch #4

My daughter, Kayla and I are now traveling in Romania and are on our way to the Czech Republic. While we were with our last customer, the subject of the Syrian refugees came up. His country closed its borders and even put up a fence to stop the incursion of thousands of refugees on top of those who had already passed through. It sounded like the final straw for his government was when they found out that one of the Paris bombers had passed through their borders by posing as one of the refugees. Obviously it is an extremely sad state

of affairs, first for the Syrians to have to leave their homeland, second for them having to force themselves on other countries, third for the countries trying to help them by absorbing the costs, fourth for the possibility of terrorists hiding among them, and finally, for the ultimate slap in the face by the refugees, once they are resettled, who refuse to assimilate and openly talk about leaving again once the war in Syria is over. This, of course leads the way for separate groups of refugees who form their own sub-cultures within host countries and create potentially fertile areas for more trouble. How do you fix this? The answer is simple, not easy, and that is to stabilize their country both so others would not leave and others can return. There are three huge problems in Syria: one is their current government; the second is ISIS; and the third is the existence of the various factions involved in the fighting.

The only way that I see to handle the whole problem is for Syria to be made safe for the Syrian people, and to reduce or destroy ISIS. The only way to do that is either a coalition of countries with boots on the ground, or the United Nations to send in a peacekeeping force. If done in a big way, it is also the safest, most economical, and best short and long-term solution to this problem, though the cost will still be huge.

12/9/15

4:13pm Austrian Time 10:13 am EST

Somewhere in Austria still in route to the Czech Republic

We stopped at a supermarket and Kay and Peter got some food, I am trying to wait to eat until we get to our hotel. I asked Peter and he said that the one I booked was not great, and that he could recommend a better one. We will go there first and might stay there. Things at the office seem fine, as does Wendy. We still have about two hours to go and both Kay and I want to get there as quickly as possible.

I spoke to Barry - here is the column proposal for another business magazine, a printing trade publication. Barry will follow-up later in the week.

Hi Chris,

Thanks for reviewing my work.

I believe that in our world of instant communication with massive amounts of impersonal data, the main thing lacking is something personal that other people can understand, empathize and relate to on a continuing basis. The main thrust of my writing over the past 15 years is looking at the world and trying to figure out why things happen, who manages those events, what they mean to me, my family, and everyone else, and what might happen in the future. My viewpoint in general has been formed from heading my family's global printing business for the last three decades, and in particular by my life on the road selling. There is nothing more personal than doing business on a day to day basis. The relationships that evolve over time with the individuals and the companies themselves are all heavily influenced by world events, which in turn all greatly influence the relationships with my family, employ-

ees, and friends. Life is sales and sales is life, and my adventures at home and in other countries prove that most people are good if you take the time to get to know them.

In the old days of journalism, newspapers used to send reporters out internationally to send back dispatches or snapshots of life that would be of interest to everyone back home. I propose to do the same thing for your publication, whether I am on the road in North America, Europe, or Asia, or watching events from my office in New Jersey. My perspective is global and I believe will be of interest to your readers.

My qualifications are included in the attached biography, including the fact that I am an American CEO of publicly held Malaysian Company.

I thought the title of my column could be: Dispatches from a Global Sales Warrior.

12/9/15

8:26pm Czech Republic Time, 2:26pm EST

Best Western Premier Hotel Borno

Our driver, Peter took us to the hotel he thought was better, but they were sold out so we came here and it turned out to be fine. I am going to get Kayla soon and for dinner. The gym unfortunately is not open early enough, so I will exercise in my room and then walk outside - probably a good thing since I have not had a lot of fresh air lately. I texted Irene and she texted me back that they operated on my dad. He has to stay in the hospital for a day or two, so far they do not need us to cut our trip short to come home.

12/10/15

11:26am Czech Republic Time, 5:26am EST

En Route to Germany

Kayla and I ended up going to one of the hotel restaurants last night, which turned out to have surprisingly good food. I called Wendy when I got back to my room, and was asleep soon after. Unfortunately my phone rang about midnight - it was my good friend David, he had forgotten about the time difference. I told him it was not a problem, but I would talk to him today. I was really tired, so getting back to sleep was not an issue. I was up at 4:00am and did the band workout in my room. It was cold but beautiful, and I walked through the town of Borno in the pre-dawn darkness. On my way I found their town center, which was set up for the Christmas holidays with many booths that sold all types of food, drinks, and gifts. It must be an amazing experience when it is open, perhaps one day we will be back and see it. After my walk and breakfast, we went to our first call at FEI to see the buyer who used to be at Celestica a long time ago when I first met him. We had a pleasant meeting, and Kayla handled herself well. Having Igor in Belgium, relatively nearby, should help in going after his business. We are now on our way to Germany and should be stopping in Prague soon for food.

12/10/15

1:20pm Czech Republic Time, 6:20am EST

Somewhere in the Czech Republic, Going Towards the German Border

Dispatch # 5

I don't generally get a lot of sleep, and when I am traveling for business as I am now that amount often decreases by 25 percent. Usually by day two of any international trip, sleep depletion has its grips on my mind and body, and beside the obvious results of falling asleep almost anytime I sit down, which can be very embarrassing in waiting rooms and meetings, it also tends to alter my judgement. That shift moves my mind from logic to a much more primitive, emotional state, and by day three I can sometimes be brought to tears by a greeting card commercial, or get ready to fight if someone is breathing too loudly. With that emotion often comes less tolerance, and a willingness to be much more combative. I know this about myself because I have made a study of "me" over the past 60 years to figure out why I am as I am. When I first went into the family printing business in 1977, my father said that learning to sell would be my post college training. He was right - it made sense to me then, and I have proven it over time.

Within the first few weeks of being employed, working for him was my first real job, I found myself under intense pressure from the man who was dominant over my life. I had given him the power to be not only my father but also my boss, and the person responsible to teach me how to be successful. Having sworn I would never do this and then changing my mind after not getting a job in my chosen field, broadcasting, this meant that I had failed at my first dream and I knew I had to move onto my second. But to get there, to be a rich businessman, my father was the key- the fastest route but also the toughest. He had a definite view of life and everyone's place in it. In order to obtain knowledge he demanded strict obedience to the extent that he told me to keep my mouth shut about any suggestions I had until I could sell.

For my father, selling was the barometer of a person's worth. If you could do it well you got his respect. I was 21 years old with no formal training in business or sales, so he started with a blank slate and molded me the way he wanted. I was on the road part-time selling, and spent the balance in the office learning the business. He checked every memo I wrote, often making corrections numerous times. He listened to my phone calls and never hesitated to make comments. In short I was put into a pressure cooker with no choice but to suck it up and do my job.

There were no other options, since I had already failed at broadcasting, I would not fail again. I started finding myself having violent reactions to seemingly innocuous events and as my father instructed, I tried to figure out why. It got to the point where I would explode emotionally at something or punch a filing cabinet and then step back and try to figure out why. The reasons, in retrospect, were obvious in that all of my shortcomings, fears, concerns about making a living, and whether I could ever learn to sell and be successful,

would manifest in various forms and come out at the strangest times. Anything could set-off a reaction inside of me, and it took years for me to figure out where most of it came from, whether it was relevant, and if I should make changes to address the issue.

I know this sounds like a lot of psychological babble, but in truth, until you really know yourself there is no way you can figure out what your customers require - not necessarily something he is telling you - and fulfill that need so that you have a chance to get what you want. While this process was and is critical to my continued success and happiness, I differ with others in that I would never want to be 21 years old and go through it again.

12/10/15

10:25pm German Time, 4:25pm EST

Sheraton Hotel, Nuremberg

Unfortunately, we hit traffic and fog on our way to our last call at CommScope. We were about 15 minutes late but the buyer, who I had met before, and his boss both thoughtfully waited for us. We had a fruitful discussion about our capabilities and how we could help them. They did most of their own design and new product introduction at that site, and then moved it to Suzhou for mass production. Since we had Igor in Europe and a plant in Suzhou, we were a perfect supplier for them location-wise, so I am hopeful that we can start doing business again. They had mentioned that their plant went through some tough times, and that their incredibly low local unemployment rate made it difficult to get skilled help - a difficult combination to deal with, but they were hopeful that 2016 would be better.

Once finished, Peter had us here by 6:30, and when Kay and I checked in, the nice receptionist told us about their Christmas Village in the nearby downtown area. Since Kay wanted to get some Christmas Tree ornaments and we needed dinner, it was an easy decision to change clothes and go see what was happening. I am very glad we did, because not only were the Christmas decorations awesome, but the sheer volume of people, booths, food, drinks, and stuff being sold was amazing. Kay did get her ornaments, and we both got enough food for dinner, the bulk of which we brought back here. We then split up for the night and I thoroughly enjoyed my chicken gyro and vegetables, fruit, chocolate, and some of Elana's muffins. Time for sleep.

12/11/15

11:41am German Time, 5:41am EST

Nuremberg Airport, Air France Lounge

Dispatch #6 - If you can't take what happens: change jobs!

My daughter Kayla and I are finishing up a quick four-day trip to Europe. Most of it has been by car and really tiring. We have been in Brussels, Hungary, the Czech Republic, and now Germany. We were supposed to have one last appointment this morning and then do some sightseeing before going to

the airport. Unfortunately, our able driver for the week, Peter, who had done a good job, was delayed picking us up, which got me annoyed. Then we got the address wrong for the last place, and by the time we realized it the customer could not see us. In other words, we had come all the way to Nuremberg for nothing. After checking and confirming that we could not get an earlier flight, I was starting to get really upset, and then took stock of our situation to determine the following:

1. There were no other customers to see, I had already tried before we left.
2. It had been a good trip with meeting new people and chances for more business. It had been worth it even with missing this last meeting.
3. I contacted the customer that we were supposed to see to apologize for being late, she in turn apologized for not being able to see us and we both promised to meet during my next trip.
4. You get about 80 percent of the advantage of going to see a customer simply by making the attempt. Even though we did not see her in person, the goodwill we gained, especially for not making a big deal about her not making extra time to see us, meant that she would think well of us and of the potential for new business, at least for a while.
5. There was nothing to gain by getting upset at the driver, he did his best and maybe I could have been better with the information I sent him in advance.
6. There was also nothing to gain by getting upset in general. Things happen, especially when traveling. Plans often have to be changed on the fly, appointments don't happen, things go wrong - it is the nature of "the road."
7. Kayla saw how I handled the problem and will use that as her base for the future. If getting mad will help the situation then do it, if not, it is a dumb waste of energy and will negatively affect everyone around you.
8. As I have always told our people if you spend enough time out selling, everything good and bad will happen. In other words, the percentages will both work for and against you. If you make enough sales calls you will get stood up occasionally, get into arguments, miss flights, and screw up the dates you were supposed to be somewhere. However, you will also meet new people, have the chance to experience new areas, go after potential pieces of business, get new customers, and become successful. Nothing happens unless you can make the calls, so if you can't handle all of the downside, you're better off finding another line of work.

We then decided to go see Nuremberg Castle, which was awesome and very cold. We walked around for a while, and then went to the town center with all of the holiday stalls. There were lots of people and we made our way back to the same stand from last night to get more food. Across from them there was a Klezmer Band playing music which originated hundreds of years ago in Jewish areas of Eastern Europe. They were really good, so we gave them some money. Then it was here to the airport, where we are sitting in the Air France Lounge. We have about two hours to go before we head to our gate. Kayla is

watching "Despicable Me" on my iPod, I will do some editing.

12/11/15

1:36pm German Time, 7:36am DST

Nuremberg Airport, Air France Lounge

Dispatch #7 - Down Time

My daughter, Kayla and I are on our way home from Germany via Paris, and we have been in this Air France lounge for more than two hours. In the old days, that would have driven me nuts, now it is a chance to do more of the work I enjoy but often don't get enough time for. Also in the old days, before we started self-publishing my books and using them to brand our company worldwide, my writing was viewed as a hobby. When I wanted to spend time doing it people would look at me like I was goofing off. They gave me no credence as a writer, let alone someone with the ability to generate sales. As time passed and my books went to our customers around the globe, they took on a life of their own. It was not until my daughter, Kayla came into the business and started traveling with me that she saw their power. People would already know about her and her siblings, what life was like in New Jersey, and what our company did. My books gave them a gateway into our lives, and they loved being a part of it, especially if they or their companies were mentioned. Giving information about yourself is something that most people refuse to do - I not only write about it, I send out free books of it and post them to make it easy. People also use them to help learn English, another reason I have added more editors, to make sure they are grammatically correct. I was able to turn a passion, writing in my free time, into a positive force for our company.

A businessman's life is filled with unexpected inefficiencies that can quickly drain a day of usable hours. Time spent waiting in airports, waiting rooms, and on planes can all add up to a huge amount of lost potential if you don't have fill-in work that has to be done anyway and can be completed on the road. In my case, I almost always have editing work to do since I am writing all the time. Therefore, when I don't have regular office tasks to do but have the mindset to be productive, I can write or edit, and my time is used wisely. Since my writing is directly tied to our corporate branding, it is not only a good way to spend my time but a necessary and profitable avenue for doing something I love.

You will always have extra time where you are not being productive. If you want to change that I suggest the following:

1. Define what you are good at.
2. Figure out a way that your passion can be productively utilized by your customers.
3. Try out a few different methods to get your ideas out.
4. Send it to a few people for review.

5. Try a sampling with a small group and gauge reactions.
6. If you have something positive to say, information that will be of use, or suggestions that stem from actual experience, then you have a resource to not only help them, brand yourself, and become more successful, but also to utilize that wasted time.
7. Feel free to send me a sample if you want my input, but please be aware that if I don't like it I will tell you why.

12/11/15

5:43pm Paris Time, 11:43am EST

The flight here was pleasant and uneventful. I sent Barry the two dispatches and he will talk to two publications to see if they have an interest. My mind is getting to that point in most trips where emotion is welling up and taking over, probably a good time to stop writing until tomorrow.

12/11/15

3:48pm EST

In Flight to New York

Ground speed. 474 mph. Alt. 36,000 feet

EST. 5 hours 47 minutes until Landing

I had planned to change into my casual pants, but I brought the wrong pair and did not feel like wearing snugly fitting trousers and trying to sleep. So it goes, not a major problem. My mind is no longer functioning well, time to watch TV.

12/12/15

4:19 EST - My House, N.J.

We landed on time but were delayed about 15 minutes waiting for a gate, which was very frustrating since both Kay and I were really tired. I got my suitcase soon after, Mike the Driver got us home in good time, and I was asleep about 1:00am. I was up at 7:30 and read a second message from my sister to call me about my dad. He had a procedure for a bladder problem and did not come through it well, to the extent he was now in the hospital and in very bad shape. I told her I would go see him this afternoon.

While exercising in our basement, I got a call from my mom to pick her up because she was too tired to drive to the hospital herself. I of course agreed, stopped what I was doing, got her, and we were there by 10:30. She cannot walk long distances, so as soon as we entered the building they were nice enough to give us a wheelchair. As I pushed her along the way, I was playing "speed car racer" and singing songs from West Side Story. It was crazy, but it made us both laugh, which was the intent.

As I entered my dad's room I thought the first person in the bed was someone else. It took me a moment to realize that this frail, shrunken man who was having a hard time breathing was my father, and I was horrified at how much he had disintegrated in the last week. After being there for a while with oxy-

gen, he got a little better and was a little calmer. There were various doctors, nurses, and aides in there in large numbers, all very nice, but it was hardly a calm situation. My sister and her daughter were already there - my brother was coming later. The emergency room doctor said he might have pneumonia and will give him antibiotics for a few days. As it looked like my father was okay for the present moment, I took my mom to lunch downstairs. Amazingly it was pretty pleasant. We have always gotten along and were able to step back from the impending doom, and enjoy some pleasant conversation about her grandchildren and what was happening with me.

Later, however, his regular doctor came in and after looking at his x-ray test and examining him, he said there was a very good chance he would be gone within a few days. He doubted whether he could recover this time, and suggested that we make preparations. Obviously a hard but not unexpected thing to hear, and we had a quick family conference outside his room where we divided up what needed to be done. I was in charge of the funeral arrangements, and I left soon after and went home.

I needed to get outside so I went biking - the weather was glorious and mild, and I had a good time being out in the fresh air and letting my mind wander. It obviously was mostly centered on my dad and our family. Kayla returned my call regarding whether she would see him possibly a last time - I wanted to give her the option even though she just saw him last week. She and Alex are coming home for the Chanukah Party tomorrow, so she can decide then. Her main concern was for her grandmother, and she should hopefully come over for the party so she can see her then. I don't think my father even knew I was in the room, so asking my daughter to go see him, full of tubes and looking horrible when he probably would not know she was there, was more than I was willing to ask.

While this was happening, I also stopped by the bicycle store to check on the new bike Wendy was getting me for my 60th birthday. She was awesome, souped up to my specifications, and they should be delivering her to the house later this week. When I got home, my niece Rebecca was here repairing one of our carpets, she is a textile specialist and my wonderful wife hired her to fix the tassels. With my version of OCD, tassels are horrible things that never lie totally straight and in line. Ours had ripped, but at least now the tassels were back to their original shape and form.

I just heard from Jason, our long-time friend and funeral director. I had spoken to him this afternoon regarding my dad, our families have known each other for more than 50 years and he is ready. Norman, Cliff's father-in-law, is in the same hospital as my dad, and also potentially could pass in the next few days. Lots of stuff going on.

12/12/15

5:23pm EST

Here is a quick list to get ready for death. Deal with these and most of your problems should probably be taken care of.

1. Figure out where the memorial service will be
2. Who will the clergy be?
3. Who will speak?
4. Where will they be buried?
5. Order casket and flowers
6. Who pays for what and when?
7. What family members are in charge of following up with the spouse and ensuring they are taken care of?
8. Make sure there is a recent will
9. If a Living Will is desired, make sure it is available and follows the rules

12/13/15

5:40am EST, Sunday Morning

Wendy looked at me last night, and seeing how tired and jet-lagged I was, suggested I go to sleep early. I was out by 8:00pm, and I got more than nine hours of badly needed sleep. No word about my Dad, so I guess everything is status quo so far.

Dispatch #7 - Beware of Passion

When I was growing up in New Jersey, it was very evident that my father ruled the house. Actually, at the time he seemed to run the world. Although he was normally a benevolent dictator, he was also scary, so I did my best until my rebellious teenage years not to get him angry.

Over the past six decades, it has become evident that he had a desire, no - a passion, to create a small universe for himself where everything was as he wanted it. Whenever reality did not conform, he either ignored it or manipulated others to bend life to his will. As you can imagine, it was extremely frustrating and difficult at times to work for and with him. Any family business has multiple generational issues, and to be successful, at least some of the people have to see and understand reality.

In my case, within the first few years of being in our company, it was obvious that unless my dad was "happy" then nothing would get done. Therefore, I learned early on a few very important lessons. The first was that I needed to get in earlier than he did to fix any problems that might have upset him, which otherwise would then throw the office into chaos for the rest of the day. By the time I was in my 30's, I was getting up at 3:30am to make sure that by the time he walked into the office at 8:00 we were a smooth running machine. He did not like having "bodies" around (i.e. employees) so again I made sure everyone knew their jobs and everything was smooth and calm, as much as possible, on a day-to-day basis.

As my dad got older, the need to keep him happy continued to grow to the extent that I eventually stopped giving him much detail about what was going on, and selectively gave him only good information. While he liked thinking the world was as he wanted it to be, he did not like the secrecy nor the fact that we were doing as well as we were financially, since he had less and less to do

with it. I wanted a big company, he wanted it to be just him and me, like when I just came in 40 years ago.

Twenty years ago, it came to the point where I bought him out and he retired. His retirement was immediate, complete, and he never looked back. Since then, he would occasionally ask how business was, but was never really happy with me about our success after he left. He brags about me to his friends, and that is nice to know, but he says very little to me. When he left his reality got smaller, to include my mom, my siblings, and some friends. He was still able to maintain his grip over life and has been one of the few people I know who has done exactly what he wanted, whenever he wanted, almost all of his life. I have rarely seen anyone have such a desire to control his destiny even now, and that of those around him. He appears to be on his deathbed again. This has happened numerous times before and he has always fought back – like I said, he has done what he wanted to do, and he wants to keep living, period.

My advice for sales, business, and life:

If you are not prepared to utilize everything within your heart, body, mind, and soul then you will be systematically beaten by someone who will.

It is extremely difficult to beat anyone who is intelligent, driven, and willing to work over the long-term in any area. My father threw all the resources he had, and they were formidable, to create a bulwark that kept out the world, and to keep things the way they were.

Analyze your competition - if they are willing to go longer and harder than you and have a passion that is past yours, then your chances of success are greatly diminished. Therefore, either find a way to work harder/better/smarter, diffuse them, go around them, or if necessary, destroy them if you want to have any hope of taking their success for yourself. But don't, however, underestimate them. If you are going against someone like my dad for something he wants, then the odds for your success, even today, will be extremely low.

12/13/15

12:06pm - My House, N.J.

Dispatch #8

I am waiting for my father to die. Sounds crass doesn't it? Actually at this point, he is 91 years old, lying in a hospital bed with tubes coming out of him, mostly incoherent, and I know that this is the last place in the world he would want to be. Therefore, if he is not going to get better, something we can never count out, then I am sure he, my family, and I would be better off if he passed sooner rather than later. My father does not believe in an afterlife as I do, therefore in his eyes, once he is gone it is done. There are a lot of emotions flying around inside of me.

After all of our years together as both father and son and partners, I would have thought that I was as ready for this moment as I could possibly be. I have pondered it countless times. There is, however still rage, sorrow, anger, happiness from the experiences we had, gratitude for having had me and for

giving me my first real job, disappointment, and the wish that it could have been better in certain areas. No one can be totally ready for everything, but preparation, to whatever extent you are willing to travel that road, is often the best way for peace of mind and a good path once the road begins. Part of our family refers to me as "the closer" - I am the one to gather all the details, plan, and then move towards a conclusion. Once decided, I rarely vary from a plan and almost never second guess myself.

I have been involved in deals where I have made lots of money, and one particular time I would like to forget, where it cost me about a million dollars. Regrets are only good if they stop you from making the same mistake twice. Guilt is the same way - if you did something you thought you should not do and it turned out the bad way you figured, then you will not do it again. Life is full of great lessons if you can sit back for a moment and take stock of what is really happening, something you see after you have peeled back the curtain of emotions that surrounds virtually everything we do. No matter how good and successful I am, everything still comes down to emotions, and what people figure will be in their own best interest.

I cannot change certain things, especially with my dad. He was and is an immovable force. By my own definition, the only way to deal with him is to go around, through, or over him, but even when I did that the results, while satisfactory, never gave me what I wanted in our relationship. He is basically gone. What I needed from him, simply for him to say that he was proud of me and mean it, will never happen. That door is closed and I will have to live with that. Once he is truly gone, I can modify his legacy over time to focus on the good he did, which was a lot, and gently recede the negative until, in a few decades, maybe we can all remember him as a good businessman who gave me the chance to soar, and take the family business to heights that he and his father would be proud of.

12/13/15

5:38pm EST - My House, N.J., Our Porch

We have had a spate of incredibly mild weather, which is the reason I am out on our porch at night writing. It is supposed to get colder later in the week. A massive global climate exchange agreement was reached in Paris. The world should be on track to reduce and eventually eliminate an increase in carbon emissions, which should slow the heating up of our planet - a very good thing. I hope it achieves what is needed without too many unintended consequences.

We had a Chanukah Party today here. Ira and Irene's families were here, the only ones missing were Ben, Kate, and my Dad. It was a fine time and a much needed respite, considering what is happening with my father. Afterwards, I took mom back to the hospital. Kayla, David, and Irene were already there. My dad had a heart attack yesterday, and there is nothing being done from this point on except keeping him comfortable. The doctors are figuring that he could last a few more days. My mom seems okay and is mentally ready to move ahead and live alone. Since the grandchildren love her and have not

always gotten along with my dad, their visits should increase, as well as her kids' and children-in-law's. The waiting is the hard part, with every phone call or text being answered with a resigned determination that this could be it.

The question of finances has come up. My brother has been taking care of them, but with my dad's passing, some tax issues will have to be addressed. I already have an email in to my lawyer - we will bring in Gary, our accountant if needed. It is fascinating that the shift is already taking place, with my dad not involved, and once he passes that will accelerate. We all have our assigned jobs in this, and as long as everyone of us does as expected it should go smoothly and quickly to transition my mom to widowhood. As my wife keeps reminding me, none of us know how we will react until it actually happens. While in the hospital I went to see Norman, and Myrna was there. They did a life-saving procedure on him this morning, but he still may not make it through. I was joking that at least it was extremely efficient to have two people in the same hospital, it made it easy to visit both.

On a side note, I was speaking to my wife and I mentioned that when I am buried in the crypt with her, I am to be cremated and want the top to be left off the urn – I feel it will be less claustrophobic. She looked at me in disbelief and said I shouldn't worry because I could not get out anyway. I thought about it and still did not like it, so I will work on a biodegradable urn that will break-down over time, I think I would be okay with that.

12/13/15

Dispatch #9 - Sales is life and life is sales

This is especially true when it comes to families, and even more so in life cycle events.

Let's take my family for example.

My father is on his deathbed and there are 4 "sets" of people involved. All have their own needs and agendas, and want to work together as long as those requirements are not broached too badly.

Set number one is my mom, her main concerns are:

1. Losing her spouse of more than 65 years
2. Living alone
3. Economic stability
4. Getting help and support from her immediate family as needed
5. Having her immediate family work together and get along

Set number two is my older brother and his family, and his main concerns are:

1. The welfare of our mother
2. Making sure she is financially stable
3. Get along with his siblings so we can all continue to work together as a team for the benefit of all

Sets number three and four, are my sister and me and our families.
We have the same needs and agenda as my brother.

This is an excellent situation, since our three siblings and families are all going in the same direction, with the same wants and desires, which corresponds with the needs of our mother. This is the perfect selling and life situation, but it cannot possibly last for long because there are too many siblings, spouses, and children involved. Therefore, we have to brace ourselves for the inevitable problems that will come and be ready to deal with them quickly, efficiently, and as politely as possible. Obviously when your father is involved, the amount of stress across the board is huge. Past episodes, small and big fights, problems inter-generationally and between families can all come roaring out at times of high stress.

Unfortunately, few people view life and sales the way I do, so my primary job through all of this is to continually watch what is happening and monitor who is doing what to whom, if anything, and try and deal with it before it blows up into a war. I, too have the same potential for interior strife, which is why I have two people continually watching me in case I start acting irrationally, emotionally, and not in the interest of my mom first, and my siblings when possible.

I have been trained since I entered the family business to think this way, even when my father did not. I constantly monitor my own emotions and what comes out of my mouth to ensure that I am self-aware. It is one of the really good legacies that my father will leave behind, because the training I got from him will help keep our family together as a cohesive, positive unit, where the best in all of us can be at the forefront of whatever we are doing.

12/14/15

9:10pm EST - My House, N.J.

Hi Barry,

Please keep in mind that my dad is now terminal and will probably pass within the next few days. My temper and tolerance is short so keep that in mind when reading the following.

Let me put it to you this way.

I don't like people criticizing my work and I don't like being told what to do (big surprise).

That being said I totally understand that to go the "traditional route" to build audiences via paying my "dues" with various publications and work my way up, and there is a definite way of doing things. However, I have neither the temperament nor the time to deal with people who are not big thinkers.

Therefore, as I mentioned before, if I can "pay to play" via buying advertising, print, internet, and radio space in order to get my stuff into circulation and jump over the people who are not, then I am perfectly happy to do it. In other words, if I pay I am in command, and if I am in command, I am happy.

Also, I don't necessarily agree with anyone who says my work won't ap-

peal to large audiences or at least those targeted for what we want. Therefore, again, I am willing to pay - then we can tell them what to do and they will be forced to try and keep me happy.

Let's talk tomorrow. I am ready to attack. We can do this!

Regards,

Andy

The work has begun to take care of my father's estate, with the expectation that he will be gone soon. I spoke with our attorney, Howard, and went to the bank twice with my mom. My dad's preparations will be vetted to see how thorough he was. I spoke with my sister. Her expectation is that my dad has at the most a week, but then again it is my dad and he has been here before. Still, we have to plan.

12/15/15

8:15pm EST - My House, N.J.

We saw some new storage space this morning in our complex, and after a brief tour I agreed to rent everything that my landlord had. We now have the space to move all of the older stock, records, steel rule dies, and films so that we can clear half of one of our big rooms and convert it to manufacturing. The cleanup has already begun - I want it done by the end of January and may bring in professional movers.

I went to a meeting with my mom, Irene, and the Palliative Care representative from the hospital. Since my dad cannot go into a rehab facility, his body is way too weak for that, the only option was Hospice care and my mom wanted him home for that, as did he. We split up the jobs needed to get this done. I am in charge of getting the 24/7 nursing aides, which I will start going after tomorrow. No one is sure how long he will last at home, but at least he will be happy there, which is a very big thing. I saw him today briefly, he knew who I was, a major change from yesterday, but he is getting weaker and it is only a matter of time. I feel better knowing he will get to pass at home, something he always wanted.

12/16/15

9:12pm EST - My House, N.J.

Today is my 31st Wedding Anniversary. I chose my wife well.

My dad continues to fade. I am still not sure it will happen, but after seeing what a horrible state he was in today, I am becoming a believer quickly. There are all types of conflicting emotions constantly running through my head, as well as many events from the past. It is a bit jumbled but should become clear in time. I took my mom home from the hospital this afternoon after seeing my dad, and again she seemed okay, and looking forward to being by herself. The strain is wearing on all of us, and I will attempt to go to sleep very soon.

12/17/15

10:04am EST - My House, N.J., Thursday

My nephew requested that we go target shooting last month, and as it worked out our timing was good in scheduling for today. Shooting in our family is more than just a sport, it is an event where we get together to enjoy ourselves, catch up, remember those who have passed, and teach new generations how to handle firearms safely so that they, too can pass it on. My dad and I, no matter what was happening between us, could always go shooting or fishing and get along. It is and was a common thread between us and today marks the first time using his shotgun, which my mom gave me, and I handed down to Kayla. The life cycle continues.

12/17/15

5:12pm EST - My House, N.J.

Our shooting expedition went well. My friend, Sal met us there, and we had a wonderful time shooting guns at targets, mostly underneath stalls to cover us from the falling rain, which was beautiful and tranquil.

Once back, I went to see my dad at home. He eventually got there from the hospital and is now happily situated in a hospital bed with round-the-clock help, so he can spend whatever time he has left in the surroundings that he loves. My mom wanted it this way for him, she is a wonderful person. After reading my eulogy for him, Wendy and Kayla thought it was too harsh. I will start over.

12/18/15

10:03pm EST - My House, N.J.

The mild weather has continued and I was able to bike outside after exercising in the basement this morning. It was a very fun day in the office - being back in my normal routine for a little while, getting stuff done, and working on our next trip to Asia. I had lunch with Kay and was out by 2:40 to see my mom and dad. He was obviously much better off and happier at home, but as my mom agreed, he has gone further downhill since yesterday. He has weakened considerably and is not fully aware of his surroundings. It is very unpleasant to watch, but at least he is comfortable with full-time help watching him. He is not in pain and there is no better place for him to be. He is tough, but I still keep figuring he only has a few more days. I charged his iPod for him and left it connected to his headphones, dialed in for a multitude of Jean Shepherd programs. He liked him as much as I do, and this should help keep him calm when getting to sleep - I hope he listens to them.

I wrote a new eulogy for him, this one did not "work" either, I will try again.

After that, it was over to the chiropractor for traction, electric stem, and an adjustment, which felt great. Wendy and I rarely go out on Friday nights, but we made an exception to see our friends, Carla and Mitch. It is always fun being with them, with intelligent conversation, talk about family, friends, and

of course tonight, my dad.

My cell phone, as usual, is by my bedside so that if my mom needs me or there is news I should be woken up immediately. I wrote another eulogy, I am not sure it is everything I want to say, but it should cover most of it.

12/19/15

12:10pm EST – My House, N.J.

There has been a mixture of really good and tough things happening. The hard part obviously is my dad, and the effect his decline is having on the rest of my family. The good part is most of the rest of my life. I am feeling myself tugged to opposite ends of the emotional spectrum continually, and feeling a little guilty for being as happy as I am. I checked with my mom before, no major change in my dad, and the clock continues ticking. I will leave soon to get my mom an iced tea and go over for a while. My brother and sister will do the same, so we are usually covering different times. Time usually goes very quickly for me, but in instances like this, and it was the same with Bunny and Jeff, it suddenly slows down and brings with it an immediate, unforgiving need for reflection and planning.

I heard from Barry, the Sales Magazine owner is supposed to email him back on Monday - he is obviously counter proposing what I sent him. Happily for me, he is not the only game in town, so I can afford to pound him down to more of what I want or just move to a different publication. I am in a strong position, since I am willing to pay to get a column, and I will have no hesitancy to push hard for what I want.

Dayne emailed me that he is not coming this weekend, some of his friends took him for an unexpected getaway weekend to celebrate his 60th birthday.

Eulogy Number Four

This is the fourth eulogy I have written for my dad. For whatever reason, the first three did not resonate well and I think now it was because I was writing what I wanted to say versus what my dad would have wanted. Therefore, this is the way I think he would want to be remembered.

My dad was brought up during the Great Depression, which hugely affected not only his way of thinking, but how he conducted his life. Since he lived through a time of great fiscal and social strife, he wanted to protect his own way of life and at the same time enjoy it. Therefore, his primary motivators for the rest of his life were:

1. Take care of his family.
2. Have a job that supported the life-style he wanted.
3. Secure the small part of the world he loved so that no one could take it away from him.
4. Have plenty of free time to pursue his various hobbies.

That was what my dad wanted, that is what he strove to do, and that is what he accomplished. Few people at the age of 91 can look back at their life

and conclude that they have lived it in their own way and on their own terms.

My dad loved to sell - it was his passion and he liked to do estimates, but the rest of the business did not really appeal to him. He wanted to make enough for a nice living and then spend the rest of his time with my mom, pursuing his numerous hobbies which included golf, hunting, fishing, target shooting, walking, music, and painting. In many ways he was a true Renaissance man who loved to look at the birds, trees, and sky. He would take us on walks in the woods as children, pointing out the various types of insects and plants so that we would learn about nature. His manner of dress was truly his own, and he was one of the first to utilize LL Bean Clothes 60 years ago, before it became hip. In fact his clothes, as well as mine, have gone through continual bouts of being in and out of fashion.

He was a very strong presence, and had opinions that he was not afraid to put forward. He sometimes liked to say things to rock the boat, just to get reactions. When he first taught me how to sell, he used to check every memo that went out and listened to every phone call I was on. He would drill me before going to see customers to the extent that not only was the road not scary it was a relief to be out there knowing they could do no worse to me than my dad had already done. I wondered whether he did that on purpose, just to prepare me for the worst that almost never happened. However, as he promised, once I was able to sell the monitoring stopped and I went from an employee to a partner.

He was a very complex man and I will still be trying to figure him out for decades to come. The one thing I can truly say about him is that he took a view of life, what he wanted, and how he would cover the journey, and he did it.

12/19/15

4:02pm EST - My House, N.J.

Just back from seeing my parents. Ira, Irene, and Rebecca were also there. Dad was in the other room in his hospital bed, on various medications and pretty out of it. I am not sure if he knew me or not, but he does not seem to be in any pain, which is the main concern. He looked horrible. It is very strange to talk about his funeral, after all these years, it still seems incredible that he can and will die.

12/20/15

1:07am EST - My House, N.J.

I got the call from my mom a few hours ago that my dad had passed. I immediately called Jason, our family friend and Funeral Director, and all our preparations were put into action. I went to my mom's and was joined by my sister, her husband, and my brother, and we sat with her until the nurse declared my dad passed. It was very strange having him in the next room while we discussed funeral arrangements. I looked in on him and it seemed that his spirit was gone, so I hope that my belief in an afterlife is true and that he is on his way there.

We then waited for the funeral home people to pick up his body. We or-

dered the casket, and once done, less than two hours after he passed, my mom seemed okay – she told us to go home because she wanted to go to sleep. She is a rock. We will all check on her and go over tomorrow. Preparations should be done by tomorrow afternoon, and then we need to contact everyone who will be involved. As far as how I feel, I think I am okay - we had plenty of time to prepare, but I am sure various waves of emotions will come out over the next few days and beyond. I will go through my eulogy again.

12/20/15

4:00pm EST - My House, N.J.

Not surprisingly, I got very little sleep last night and was up before 7:00am. In between working out and later this morning, plans were formalized for the funeral, food, travel arrangements, and we started to contact everyone. I went to my office in the early afternoon, contacted more people, and set up plane rides for my son, Ben to come from Denver, and then go directly to Cleveland where he is spending the Christmas holiday with Kate's family. The service is now set for Tuesday at noon, and all of our kids should be there.

I plan to be in the office tomorrow, since everything does not get going until the day after. Wendy, Kayla, and I went over to see my mom - she seems to be in really good shape and I hope it continues, she has a rough few days in front of her, not to mention figuring out if she can live on her own and like it. My dad is at the mortuary but his presence is still at home. His passing has not entirely sunk in yet, but the new reality is starting to emerge. None of us have had much sleep, so I am hopeful we can get through to Wednesday, the second night of Shiva, the Jewish burial custom where the host family has people come over to visit, while all still getting along and working as a good, cohesive unit. My mom will need that, especially in the near future. As for me, so far I am feeling okay, and no huge negative emotions seem to be coming out from within my being, so that is another very positive thing. I printed out the eulogy and will plan on practicing it a few times before delivering it on Tuesday.

12/21/15

3:19pm EST - My Office, N.J.

It was great to be back here after the weekend, going to sleep at 8:00pm last night did not hurt. There were still preparations and information needed for various areas, and part of today was spent with that. I also did some work and with Kayla's help we are ready for tomorrow. My son, Ben is already here - Wendy went to get him from the airport. Alex is coming in tonight. As always in times of extreme emotional stress like these, nerves can get frayed, but so far everyone is on their best behavior.

Kay had the great idea to toast my dad at the office, so we did it this morning with grape juice with everyone who was here. It was a touching moment, and I am very glad we did it. I also called one of our employees who quit unexpectedly last week. The circumstances sounded strange, so we tracked him down in South America. Oscar had his cell phone, and it turns out he was there

because of a divorce and money problems which stopped him from coming back into the country. I offered to give him his job back, since he left due to financial problems, and offered to give him a loan to get him back on his feet financially. He is a good man, a good employee, and already trained so I would like to keep him if possible.

Ira's rabbi is conducting the service tomorrow, my parents also go to his temple. He called to get some background about my dad. It was easy, I simply sent him the three Eulogies I had written, plus biographies from the family history book Ira had put together. I look forward to hearing what he will say.

Regular gas is now below \$2.00 here in the US.

12/22/15

5:03pm EST - My Mom's Apartment House, West Orange, N.J.

Strange to refer to my mom's place, and not "my parents'." After a long workout this morning, we met here for rides to the temple. We got there early, and I had time to go into the sanctuary and see my dad's casket. It was predictably strange and surreal, I said goodbye again to him and went back with the others. As people arrived, it turned into a crazy scene with a lot of friends and family coming in to attend the memorial service.

Once the rabbi and cantor started the service, they turned it over to my brother, who gave a thorough and touching biography of my dad and their relationship. You could tell he spent a lot of time on it. It was then my turn, and the fourth version of my eulogy went over very well. My sister followed, but started crying, so Jeremy read her tribute. It was over soon after, and then we rode down to the cemetery. It turned out that we had all brought food to eat along the way, since the service started at noon and we did not have lunch.

Once there, the ceremony of lowering the coffin into the grave was quick and very final, with the dirt thrown on top - this was the purpose, to finally and fully realize that my dad had passed. From there it was back here to talk, eat, and relax until the memorial Shiva service tonight at 7:30pm. It has been an exhausting day already and we are not done, but it has gone as well as it could so far and I hope it continues.

12/23/15

12:01pm EST Time

Letters to my Father

"That Passion to Sell"

Dear Dad,

Your funeral was yesterday and since I believe in reincarnation, I chose to believe that you were not in the coffin as they lowered it into the ground. It was a very final thing to watch, the dirt fly into the grave and pile on top. I am also pretty sure that you would have been happy with the service. We three all spoke and highlighted the best parts of your life. By the way, your casket wasn't made of pine - mom and I decided we wanted something nicer, and

figured you wouldn't mind.

You were also probably excited that I am writing about sales and the influence you had on me. Your greatest passion, besides mom, was selling, and I have the chance over the next six months to not only talk about how to "do it," but also what worked and what hasn't. Since you obviously can't answer back, you will have to go with the idea that I will speak for both of us, and trust that whatever we can do to help those reading this column to be more successful, in both business and life, is all for the good. So let's get started. Remember the first three rules you taught me when I first came into the family business?

1. It takes three to five years to become a successful salesman.
2. Selling isn't easy.
3. Always ask for the order.

Actually telling me that was the basic extent of my training to go out cold-calling door to door in the hot, humid summer of 1977. In retrospect, it was a ridiculously small amount of information and armament for going after new customers. On the other hand, your instructions were simple to comprehend and remember:

1. Pick a target - my choice.
2. Ask for who buys the printing.
3. If I find that person, ask if there was something we could quote on.
4. Bring it back to you.

In the end, it was all up to me, anyway, and the same goes for all salesmen. It doesn't matter what a mentor, sales manager, spouse, or anyone else advises. If you don't have the guts to go out on the road and see people who most likely are not thrilled to see you, then you don't deserve the time to be trained. It was the first of many hard lessons for me, especially realizing how little I was worth at the beginning. For now, know that I truly appreciate what you taught me and your training methods. Although harsh, unbending, and bordering on mental abuse, they were extremely effective. When my sales equaled yours, you did treat me as an equal, which meant more to me than you can ever know.

Although I train people differently, I can't argue with your results, but the fallout was huge, especially on our relationship. Sales, like life, is based on relationships, and as we agreed, until you thoroughly know yourself there is no way to figure out what your buyers, family members, friends, and business associates need, which will determine how successful you are. The vast majority of people, including most salesmen, can't do this, and for them, the sooner they fail the better, so they can go to a new profession. Like my father, I will not sugarcoat the difficulty of the path to success, but if you can do well, the world is yours.

12/23/15

11:01pm EST - My House, N.J.

Letters to my Father

"Define Reality, Act on It, Then Have the Chance to Succeed"

Dear Dad,

The second night of Shiva commemorating your passing is now complete. I am sure you are very happy that mom, although very tired, seems to have come through the last two days exceedingly well. I have high hopes that with our support and those within your apartment building, she will be happy and thrive over time.

One of our printing pressmen had mentioned that he knew a potential employee, but that she was illegal and had to wait for her paperwork to be finished in Mexico before she could be approved to work. Since we come from a family of immigrants, we are very open to the idea of helping good people come to the U.S. by guaranteeing their jobs, helping with the attorneys, and lending money where needed. Our country was based on this concept, and this is one of the main reasons it is one of the greatest places in the world to live and work.

She came in today, and as luck would have she is originally from Guadalajara, where we have a small distribution center. She is married, has two small children, and was very receptive to using our legal teams to try and help expedite her process so she could begin work sooner. She seemed competent, and we immediately jumped from considering her as simply a pressman to the potential for management, especially since she was fluent in English and had some college credits. Our head of HR will pursue this matter and get back to her within a week. If we are able to sponsor her, then we both win - the odds of her leaving are very small, and we could end up with an excellent, long-term employee.

Of course we are taking the risk that she will use our help and then leave, but that is part of the gamble. As we always agreed, the first basic rule of sales and life is that you cannot get anything from anyone unless you define what they want first, attempt to fulfill their need, and then pursue a chance to get what you want. In this case, she needs to be able to work legally within the U.S., if we can make that happen then we may get an excellent employee in return. The same rule applies to everyone in business and life. You have no chance of getting what you want until you at least attempt to satisfy the needs of the other person, it may sound altruistic, but it is simple "selling mechanics" in that most people are primarily concerned with themselves and their own lives - help them and they will want to keep you around and give you at least part of what you want, and a positive cycle begins of helping each other. Set up enough of these relationships, nurture and treasure them, keep adding others over time, and you have the recipe for all of the success you deserve.

12/23/15

5:13am EST - My House, N.J.

Letters to my Father

"A Clear Example"

Dear Dad,

It always amazes me how things can happen at the right time as long as you are open to seeing them. When your granddaughter and I were in Canada last month on sales calls, we went to see a man who had changed companies a few months before. I had no idea what kind of company it was before we went in, he was a bit secretive about it, but we had a time slot open before going to the airport so there was nothing to lose. It turns out that they create special lighting products by utilizing new LED technology, which both Kay and I found fascinating as we learned about it through a plant tour. As always, whenever we're given the opportunity we jump at the chance to learn about new technology and to see anything a customer wants to show us - if it interests them, it interests us.

Back home, I came up with an idea of an advertising piece that their salesmen could use when on the road that would display the bulk of their LED products, and I had our design team make a drawing of the idea which we then submitted. I think Kayla thought it was a waste of time, but I figured that if it sparked the interest of someone in their marketing, engineering or purchasing area then it would be worthwhile. Besides taking the initiative has almost always been a benefit in that it shows the ability to think, innovate, and follow through on an idea even if they don't use it. It also gave the buyer a chance to show his bosses and fellow employees a potential new advertising piece that could help them bring in more business, which would make him look good and possibly put him in line for a better job down the road.

The most important thing to anyone besides their family is their job, and the next important thing is a better job. If we can help someone hold their position and get a better one, then they are much more prone to do business with us. They did not use my idea, but we did get a chance at a new piece of business that we have a good chance of landing. So, whether our actual trip there, our submitted idea, sample-kits we left, our general impression of competence, the prior history we had with the buyer, or most probably a combination of all of our interactions with them have created a good chance at new business. As you always taught me, people like to be around others who bring new technology, new ideas, and have the willingness to jump in and get involved because it not only makes them look good to have around, but they become especially valuable when trouble arises and they need help quickly. It is rare that I can give your granddaughter a direct cause and effect of our efforts, but in this case, the transition from prospect to potential new customer cannot have been clearer.

12/23/25

5:42am EST - My House, N.J.

My dad passed away three days ago. Last night marked the final day of "Shiva" for us, which meant that people gathered at the reception area at my mom's apartment building. We ate, talked about my dad, and then had a short prayer service. None of us have gotten a lot of sleep lately, and I was hoping that this morning would be different, but you can see from the time that I have been up for a while. It is Christmas Eve, which does not mean a lot to me or my family since we are Jewish, but Kayla did convince me to close the office to benefit those who do celebrate, and everyone was very grateful for the extra day.

I started writing a series of articles about my dad and sales as both a partial tribute to him, a way to pass on both of our selling knowledge, and to create a bridge between me and potential buyers if my new book is formally published. I rarely have more than a single thought when I begin writing, and am often amazed at what comes out of me during the process. Sometimes it is like an outside force or interior lightning bolt that surges through me and onto my computer. The information is not always pleasant or positive, and often the truth about how I feel only comes out when my fingers touch the screen.

The range of emotions covering my dad are like the size of the Grand Canyon and can be traversed and back again within a single paragraph. Part of the reason I love and need to write is that it gives all those emotions an outlet, and once actually written down, they can be addressed and determined as to whether they are valid and/or need to be acted upon. My passion and absolute core need is to be successful both in my eyes and in those of a select few who have guided my life to where I am today. I have sacrificed in certain areas to whatever extent I felt necessary to go after what I wanted, safeguard what I already have, and protect those around me. It has led me to both being in a position of respect and straight-jacketed into a structure that allows little freedom in certain areas. The Yin and Yang of my life generally combine to let me optimize my abilities, energy, and chances for success, for which I gladly give up the other places where it is best I don't venture.

I have in me the type of person who in other circumstances could easily have become an abuser of alcohol, illegal drugs, sex, or power, but was fortunately able to channel it to positive areas. There is a constant battle and rebellion going on inside me, of balancing the negative obsessions with the positive. The same abilities that allow me to laser focus on sales and business, to innovate, invent plan long and short-term also show up in checking light switches, door locks, and (don't get me started) on making sure the oven is turned off. I can't stand to be around rugs with fringes, they never stay in symmetrical order, and my germ phobia makes day to day living a challenge. The complex opera of just living day to day with all the stuff that crowds within my head that few others even notice, let alone deal with, drains a certain percentage of my energy every day. On the other hand, taking medication to lessen those negative traits would dull and reduce my ability to think, act, and react

from a perspective that few others seem to have.

I am different than almost everyone else, and it has taken a long time to not only reconcile it within myself, but to rejoice in the discovery. I see what most others don't and my various interior 'stuff' has me on a path that most others can't see or even imagine. I don't know why or how it happened that I was born this way but I am very grateful for it. Over time, I have little fear of failure - for me it is simply part of the path forward. In business, I have learned to embrace it with success being harder to handle than failure, because I have learned never to expect it and rejoice when it happens. I have also learned that I am entitled to virtually nothing, and everything has to be continually re-earned, which is fine, because there is always joy in positive things if you see them that way. If someone does something nice or a good event happens, I am perpetually happy and surprised since I expect very little from most people, which means I am rarely disappointed.

All this combines to the unalterable fact that I have absolutely no excuses for going after anything I want. I can dream, innovate, invent, and my teams at work, family, and friends will do everything possible to help me get there, something I will also do for them. If I succeed then so do they, and it is for that reason that I can never stop, and the negative confines and results of who I am simply become another set of borders to keep me on track. It is now 6:12am, sleep is obviously not happening, and therefore it is time to exercise. I always have to keep moving forward.

12/24/15

9:50pm - Christmas Eve, Our House, N.J.

I got a call from my mom about 8:00am while I was working out. She said that she was having trouble with her knee and asked me to get her an ACE bandage and bring it over immediately. I of course agreed, and after stopping off at the pharmacy was over at her place before 9:00am. I contacted my brother and sister to give them an update and my brother came over also. I wrapped my mom's knee and she felt better, but wanted to go see her doctor. Unfortunately he and his backup were both unavailable over the holiday, so my brother suggested a walk-in emergency care center nearby, which was brilliant. My mom's driver took her over and waited - she is independent and did not need us. I got a call at 11:00am that she was back home and fine. When my mom says to go home, I go home.

Once back here, I finished working out and after lunch had a phone conference with Barry about the Sales Magazine proposal to carry my column and advertising for my new book. I have often found that if I give people the money they ask for, then they are usually amenable to giving me more of whatever they are selling, so we will see if I can get more column space and placements. Regardless, Barry is going to talk to my literary agent, Jeff to see if we can indeed use the contract for the Sales Magazine as a wedge to help get a book publisher to sign me.

If I have this correctly figured, then I will have a signed contract before

we spend any money on advertising, but I want Jeff to agree that it is a good course and even contact some publishers to see if they are interested. Barry also has some reservations using the "letters to my father" columns, but I wanted to make it personal to grab people immediately. My work is different than the standard articles in most business and selling magazines, which are usually cut and dry lists about what to do and when to do it. Either my idea will garner a lot of attention quickly or it will appeal to no one. Since it is my money, we will do it my way. I think Barry is excited at the prospect, but worried that my pioneering way of going about things is risky and he is afraid of the possible fallout for failure. Failure, on the other hand, for me is familiar territory - I am used to jumping off the cliff, taking chances, and having them not work in order to find what does. I would much rather take the risk than try and play it safe.

I just sent Elana the first three "Dear Dad" columns to edit, and we will forward them to Barry when she is done. Wendy called my mom to check on her before, she sounded much better. She wants to be alone tomorrow to rest. As I said, my mom is tough and knows what she wants.

12/25/15

8:35pm EST - My House, N.J.

Christmas Day

Letters to My Father

"Learn Early and Quickly, and Don't Stop"

Dear Dad,

Remember about a year before you passed away, we were talking in your apartment and you mentioned that I was the best account opener you had ever seen? You continued, however, by saying that I was not good at expanding them into accounts. I then countered by reminding you that your only instructions to me when you sent me door to door was to open new accounts and nothing more. Remembering back, you agreed, smiled, and said you probably should have given me better instructions before unleashing me on the world.

In 1977 I broke open a lot of new customers, and subsequently lost them because I did not know what I was doing. You decided based on my ability to find new customers that I was worth training, and started me in an incredibly intense course of study which included:

How to sell

How to handle customers

How to service customers

How to handle trouble

How to estimate jobs

How the various products we sold were made

How to innovate and combine various types of printing processes to create new products

How to run a small company

The bulk of this instruction took about five years, and over that time I became competent at everything listed above. I was able to hire and handle employees and run our company to make a good living. By then you were only working half-days.

As my sales went up yours went down, and happily for the both of us, mine were more than enough to continually build our company bigger each year and make you a lot of money over time.

Dad, I am sure you would agree that the ability to sell is only a component of being a successful salesman. The knowledge of the nuts and bolts of any particular company and industry are of crucial importance if anyone is going to make big money. New salesmen can't rely on just being able to get along with people, they have to be able to know how their products are built and innovate new ones as well. They need to know the basics of accounting, production, process control, legal areas, and everything else that could be of use to their customers. They have to be able to put themselves in the shoes of their buyers to understand what they need to succeed so they can work along with them. This process never ends for as long as they are working, because if they start to coast they will be replaced by people like me. If you want to keep what you have and get more, you have to be ready to give your heart, mind, soul, and spirit to the adventure, otherwise you will always be beaten by people who will. If you think selling is a 40-hour-a-week job that you can forget about at 5:00pm, then you had better be satisfied with a rather Spartan lifestyle or change jobs, because you will be fighting against people like me, trained by my father - and trust me, if you are not prepared for the long haul, don't bother to start.

12/25/15

9:49pm Christmas Day, My House, New Jersey

I got a good night's sleep last night, although my dreams were crazy as usual. I worked out in our basement, then it was outside for a grand bike ride in very mild weather, especially for this time of the year. After lunch, Wendy and I went to the traditional Christmas Day movie along with Alex, Kay, Barbara, and Cliff, followed by Chinese Food Take-Out brought to our house - a yearly ritual for this holiday.

I sent the first three Sales Power articles to Elana for editing, and just wrote another one. They are letters to my Dad, a fitting tribute to him after his death, and my way of honoring him in that I talk about his favorite subject, which is sales. In the Jewish religion it is customary to say Kaddish for those who have passed, which is a prayer over the dead. My version is to write to memorialize him in a truthful way that cannot only help those with advice about life and selling, but help me in getting a book deal and potentially a column where I don't have to pay to get published. Regardless, I am doing it and I hope, wherever he is, that he likes that.

12/25/15

2:04pm EST - My House, N.J.

Letters to My Father

"Which Way is the Car?"

Dear Dad,

Do you remember when you took me hunting as a young boy? One of the first things you taught me, besides gun safety, was to always know where I was. Since you had gotten lost in the Adirondack Woods decades before, you were paranoid about not knowing how to get home and you transferred that fear to me. It became a game as we were out together on the weekends - you would suddenly stop and have me point toward the car. Since I never knew when this would happen and I did not want you to get mad, I always kept a constant check of where we were in relation to our starting point. I did not truly understand your fear until it happened to me decades later, and I suddenly experienced that feeling in the gut of my stomach of being lost. Darkness was coming, as were freezing temperatures, and I was not sure how to get back. Having that happen once was enough to remind me of the wisdom of your teachings and the understanding of your fear.

That tie between us, however, did not correspond everywhere. Whether it was from your experience of going through the Great Depression or your basic aversion to risk and change, what started happening as soon as I started selling became a total wave the more successful I became. I wanted to take big chances and have a large company, and was happy to spend money to do so. I was not afraid to hire people to take over the various jobs I had so I could focus on running our company and sales. You wanted us to stay small. That is not to say everything I touched was successful, far from it, but overall we continued to grow and become more profitable. It is no coincidence that as soon as you were out sick with Prostate Cancer and I took over full command that we started getting bigger in all areas and made more sales immediately. By the time you wanted to return to the company, it had already morphed into my image, and you were unable and unwilling to change with it. You eventually retired a few years later, happy with the money the company supplied, and also not having to deal with me anymore. Two such different views of business cannot possibly work together efficiently and profitably even when both parties wish it so.

Your granddaughter has been with our company for a year. She is tough, smart, and already working in new areas where I have only minimal input. If she stays with us, as I hope she does, there will come a time when she will most likely come to me with various new plans of expansion, investment, new processes, and personnel changes, and I will be offered the same set of options that I gave you:

1. Ignore her
2. Embrace what she says and build the company around her as our future
3. Mold her visions with mine and the balance of our teams

4. Help finance her in a new company she will run
5. A combination of options 2-4
6. Retire

I know where the car is now. I hope I know where it is when the above happens, because if I don't the only option left is number six.

12/25/15

4:46pm EST - My House, N.J.

Letters to my Father

"The Earlier the Better"

Dear Dad,

Remember when I first started in the family business in the summer of 1977 and I told you I could not get up early so I would be in at 9:00am? You reluctantly agreed, and after a few weeks, when I got in half an hour later than you and I would have questions, you would make me wait, saying you had stuff to do and since I could not get in early I had to wait. Fast forward to that winter, we had a giant snow storm and I started out for work my normal time and ended up getting in mid-morning. You and mom had already been there for hours. You had gotten up really early to beat the traffic. The lesson finally sunk in, and I realized that if I wanted your time and respect, I had to get in earlier than you, even if bad weather was imminent. That idea was reinforced by Uncle Phil in the food business, a self-made immigrant and millionaire who was legendary for getting into the office before 5:30am. I finally figured out that the earlier I got in the more power and respect I had, because no one likes to do that, including you. As the years passed, I got up increasingly earlier and became more and more successful. The two seemed to correlate, so I kept doing it. Right after I got married, I gave Wendy the choice of seeing me for breakfast or dinner, but because of the long hours I worked she could not have both. She said she did not want to see me in the morning, so I then got up at 3:30am every business day, which meant I was in hours before you and was able to handle any problems before you arrived – therefore, your business life was calm. Was it easy? No. Did I get used to it? No. Did I have multiple alarm clocks? Yes. Did I also become known as the guy who got up ridiculously early? Yes.

Did I keep making more money? Yes.

Here's another example. I have a kick-boxing/fencing trainer who I have known for more than 40 years. He is intelligent, knowledgeable, good natured, and a very good teacher. He is also unfortunately, usually late. That inability to be on time has cost him a fortune in life. I keep dealing with him, which is unusual because that habit is anathema to me, but because I like him and I see him over the weekend I can easily fill in time when he is late. I feel badly for him, because I know how much it is costing him in every part of his life.

After you retired, the advantages of getting up early as well as staying

on-call late increased as we started doing business around the world. Now I can still talk to our China and Malaysian teams before their business day ends and ours begin. Our people in Europe are already at mid-day, and in the early evening I am in contact with our Mexican group, and then back to Asia before going to sleep. Handling time is everything, and being late is an excellent way to lose in any business situation. People refer to me as the guy who gets up early. It is a badge of honor, and one I have used to help propel our company to be global. But the advantages never would have been so obvious so quickly if you hadn't made me feel inadequate for not being able to get in by 8:30am. You put me on a road to catch my dreams, one that you did not follow yourself, and gave me the direction necessary to bring success to us both.

12/25/15

9:45pm EST - My House, N.J.

I was up early this morning, so I would have time to exercise in our basement and also go outside riding. My bike route takes me through a local park and I continue to pick up garbage along the way to try and make things more "tidy." Once back, I hurriedly cleaned up so that Wendy and I could meet Alex and Kayla for Alex's Birthday Brunch celebration. It turned out to be a lot of fun, with good stories told and lots of excellent food. Once completed, I went over to see my mom - she seems to be in reasonably good spirits, although her knee is still bothering her. I got the first three articles for my "Dear Dad" columns from Elana. I made a few changes and sent them to Barry for review.

Dayne came later and after warming up we started practicing various types of kick-boxing moves and exercises. It felt great to hit the pads he was holding, and my back felt better than when we fenced. Whether it was because we did not do lunges or I warmed up more, we will stay this way for a while. Kick-boxing is based a lot on fencing, so many of the moves are similar and I was able to pick up a lot of basic moves relatively quickly. After he left, I got cleaned up again and we went out to dinner with Barb and Cliff for our anniversary. Wendy and I both enjoyed their company and the food, and then it was back here. I have three more columns written, which have to be checked by me and then can go to Elana, and that makes a total of six, I only need one more if I decide to keep this series to seven pieces.

12/26/15

2:12pm EST - My House, N.J.

Letters to my Father

"Sex, Money, Power and Security"

Dear Dad,

You passed away about a week ago and things have progressed about as well as you figured. Everyone has rallied around mom, and she seems to be adjusting to your passing slowly but is on a good path. As you wanted, Ira (my brother) and I have taken over all of the financial matters and will keep a close

eye on everything. Mom will have her independence and also us as watchdogs to make sure she is not taken advantage of. As we both always agreed, the key to dealing with anyone is figuring out what was in their best interest and then trying to supply what is needed. In return, we would then have a chance at getting what we wanted in return. Mom wants the security of not having to worry about money and to remain as free from outside pressure as possible. We will endeavor to make that happen.

I was over to see the Williams today - their daughter has just gotten a job selling gym memberships in Manhattan and was very excited because she had already identified a core group of potential customers and could not wait to go after them. She is 21 years old, just out of college, very pretty, and in excellent physical condition. She loves to work out and to help people get in better shape, which in turn helps improve their lives. Since she is gorgeous, sexy, and knows it, she also understands her appeal to middle aged and older men and that simply giving them a little positive attention on an ongoing basis will be more than enough to have many of them sign on. She is in the sweet spot for a critical mass to occur, a large group of potential customers who want and need what she can provide, and have the monetary means to continue on a recurring basis. She helps them, they help themselves and like to be around her, and in return she will make good money.

Everyone has their areas of motivation. Our whole business was based on being able to give people what no one else can supply. As per Grandfather, you, and me, our initial cause of contact for potential customers was to supply rush difficult, jobs in small quantities. These were always a painful area for them, since few, if any suppliers wanted this work and none actually looked for it. No one wanted this very challenging and pressure-filled business, which gave us a great initial playing field. Once we got new customers, other business often followed, and that is how we built our global company. Any good salesman always wants to go against the grain, to be different, to offer something unusual that is not easily duplicated.

Whether it be the potential for sex, money, power, or helping someone to secure their job and/or the potential for a better position, all relationships are based on the same concept: meeting the needs of someone else first and then getting a chance to satisfy our own.

As I am sure you would have agreed, dad, the main challenge for any salesman anywhere is figuring out what they can offer that is different, even if it is as simple as being pleasant, returning phone calls promptly, and handling trouble well. It is the initial analysis that separates the incompetent from the mediocre and the competent from the superstars that separates those who make barely a living to those who make millions. As we have said, many times, the concept is simple, just not easy. Being able to "see" reality is often the difference between failure and success, and being happy most of the time. All of our views are generated from within, and we process that information based on our experience and genetic makeup - but the final decisions as to how we act and react all rest within ourselves, which means that we define what motivates

us. The truly great salesmen are those who can detect what those needs are in potential customers, often within seconds of meeting them, and then strive to fill those needs. This is a skill that can be honed over time, but unless you know the process is happening, you have no chance to get better or even get onto the playing field.

12/27/15

9:19pm EST - My House, N.J.

There is a tradition in Judaism that when a close relative dies, you say the Mourner's Kaddish or Prayer for them for seven days after they pass. I have been less and less involved with the liturgy of my religion in recent years, and I have found myself actively not wanting to say it since my dad passed. However, the seven articles that included him are now done, and suddenly, tonight I felt the urge to say the prayer, so I did. There are a lot of complex emotions stirring within me, and I have very mixed feelings about my dad. One of the ways this is working itself out is through some unusually bizarre dreams, even for me, that I have been having. I will give it some time to work itself out and reevaluate where I am in a few months. I am hoping to come to a conclusion where I can view mostly the good that my father did and minimize the negative, we will see.

The movie "Star Wars" has grossed over one billion dollars so far in worldwide sales.

Weather here in the U.S. is crazy. We have had abnormally warm weather, there are tornados and blizzards in Texas, flooding and drought elsewhere.

12/28/15

7:09pm EST - My House, N.J.

Things were a little on the slower side in the office because a lot of people took the week off, but we are still operating. We started the major purge of our inventory, the sorting of our steel rule dies has already begun, and once those are done we will do the same with our art master films. When they are all completed, we will consolidate as much as possible, move the long term inventory and supplies to new space that we are renting, and free up about 1,500 square feet for our expansion plans. I hope to have the purging done by the end of January, and the full consolidation completed by the end of February so we can begin bringing in the new equipment.

I spoke to Elana, and she is working on editing the four additional "Dear Dad" articles. I can tell from Barry's reaction to the first three that he is not thrilled with the tack I have taken, but since I am paying for the advertising space in the columns and book advertisements, the final decision is mine and it is already done. No word back from Jeff, my agent. Barry has tried multiple times - he must be away on vacation.

I heard from my partner, Ben today - he is in Australia. The move to our new Xiamen headquarters should be completed next week. He is also hopeful that we can announce a new partner coming into IJX in an RTO, which would

mean that, if it goes according to schedule, then I would no longer be chairman after September 2016 and possibly before.

I went to the chiropractor tonight. After traction, treatment, and his adjustments, I felt better. He said the kick-boxing with Dayne did not do too much damage, in other words, I could keep going for the short-term. My mom's knee is still bad, and she is going to a specialist on Thursday. I am going to ask Kay to bring her one of our iPad's so she can FaceTime with all of us. I think it will make the adjustment without my dad a lot easier. Ten minutes of that type of conversation will make her feel less alone and she will have multiple people calling her all the time.

12/29/15

3:19pm DST - My Office, N.J.

I spoke to Ben this morning - he was vacationing with his family in Australia. He gave me the bare bones plans to move forward for us to go private next year. The terms seem good and I look forward to getting the paperwork, which will then be submitted for government approval.

With the help of my brother's biography we put together the January newsletter, which will be about my dad. It will be a nice tribute to him. I just called my mom and she sounded pretty good, we are both hoping she can begin playing Bridge and Mahjong after the New Year. Elana was in before bringing me some muffins and gazpacho, she has double duty for our company, besides making delicious food for us, she also is one of our best editors and vital to the overall publicity and media campaigns for my books, columns and whatever other areas we go after.

Speaking of the end of the year - I have started our interior annual company audit and will do as much as possible of it tomorrow. I have finished following up with our European contacts, which leaves Asia, Africa, and South America when Kay gets finished preparing them for me. I did a review of gross sales for IJUS, which includes IJ Europe and IJ Mexico. We began transferring business over to IJX in China about 2005, which highly impacted the sales here, but worldwide they have been increasing in numbers each year and I am happy to report a marked upswing for IJUS, IJE, and IJM in 2015 - it has been a very good year.

12/29/15

4:31pm EST - My Office, N.J.

I just heard from Jeff, my literary agent.

The good news - he read my book through and liked it, thinks my credentials are solid, and wants to move forward. He strongly suggests I hire a "book doctor" to polish my book, he says it is raw and not always as focused as it should be. I have no problem with that, and asked him for some referrals so I can hire someone right away. He was also concerned about whether we had a strong marketing plan. We will have to go over the one Barry sent him as I think it is excellent, but then again I created it, so of course I would like

it. Time for my ego to be kept in line so we can move forward, which I firmly plan to do.

12/30/15

3:10pm

My brother and I continue the journey to get my dad's financial affairs in order so everything can be settled. So far so good, but it will be a month or two before everything is done. More paperwork today, I went through our contacts in Africa and South America, and that leaves Asia.

12/30/15

7:36pm EST - My House, N.J.

Dedication: one of the great parts of writing and finishing a book is that it gives me the chance to write about one person who had a great deal of influence on me, whether in the short or long-term. Obviously, when speaking about my dad, who passed away almost two weeks ago, we are talking extremely long-term. In the Jewish religion, the normal process when someone dies is to go to Temple and say the prayer for the dead. For whatever reason, I have not wanted to do it. Instead, I wrote a series of seven articles about him and selling, his greatest passion, as my tribute to him, with the intent of having them published in the near future. I finished them this week and once completed, I found that I suddenly did want to say the prayer - I have done so for the last few nights. My father was an extremely complex man, and you could probably say the same thing about me.

The process of writing those articles forced me to reevaluate who he was and some of the influence he had on me. There is no arguing that part of my success was due to his teaching me how to think, act, and take responsibility for what I have done both good and bad. Sometimes these lessons came in a reverse format after I failed to do something he advised because it did not work for me. In the end, what I became was a direct result of what he was and wasn't. Writing forced the realization of remembering more of the good than I had for quite a while, which was probably the reason I could not say the prayer before. It made me happy that I wrote the articles, which can now pass down some of his teachings to others, and also the process of focusing on his positive points and letting the negative recede, which has already begun. My father always traveled his own path, he had a view and stuck to it regardless of what life threw against him. He loved his life, he loved my mom, and he would have been very happy to know that his passion for sales will be passed down, and people will remember him as the man who loved to sell.

12/31/15

9:45am EST - My Office, N.J.

I am working now on our Asian contacts, and once I have completed the review then the world will be done for at least a year. This means that Kayla and I can focus on new business and expanding the customers we already have.

It is a level of freedom that I have not had for a long time. Since a massive review of our database by me alone would have been impossible, Kayla made the difference here as she has in other areas. Yes, I know she is my daughter and I am prejudiced regarding my viewpoint, but I am not alone in seeing not only what she has already accomplished but the potential she brings to our teams worldwide.

It has been a year of mostly good things, with the exceptions of the passing of my father and father-in-law. However there are some, including me, who would say that their deaths were not a bad thing, as they had both been sick for a very long time and were not happy at the end. They both leave a legacy of power, success, and the ability to think quickly and accurately, and then rely on their judgment over time. They were both formidable men, and growing up and working with my dad aptly prepared me to handle and love my father-in-law. It is my hope that my mom can adapt to living alone and come to enjoy the time she has left with good health, good humor and having her family around her. She too is no wimp, so I am quite sure that whatever she wants will become apparent very soon. If she is unhappy, we will know it.

The older I get the more convinced I become that we all have incredible potential, and the only real good path is to go for our dreams while still keeping our basic moral structure intact. In other words, I “go for it” as long as it doesn't seriously impact or risk my life, my family, my lifestyle, and those around me. That means expanding our companies, going into new product lines, trying to get my books formally published, getting a column, a radio program, opening locations in other parts of the world, and watching Kay begin to soar. Life is too short to be miserable and unhappy, so my prime directives are to have fun, smile a lot, and remember not to take myself too seriously. I have a fantastic life, and I know it. I am grateful for it and will never take it for granted.

I hope that your year has been good, also. We would have no company without our families, customers, suppliers, and team members - I thank you all and I hope 2016 rocks for everyone.

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

BuildTak - A thin, durable plastic sheet that adheres to the print bed of FDM (fused deposition modeling) 3D printers to provide an ideal surface for 3D printing. BuildTak provides a stable build platform for 3D printed objects to adhere to while allowing for a clean, easy removal of completed builds.

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 (Malaysia) Corporation Berhad

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

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

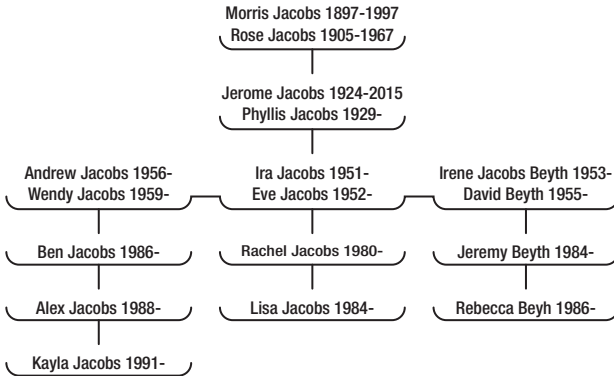
Sedar - a ritualized dinner observed during Passover in the Jewish faith

Shiva - A week long mourning period in the Jewish faith

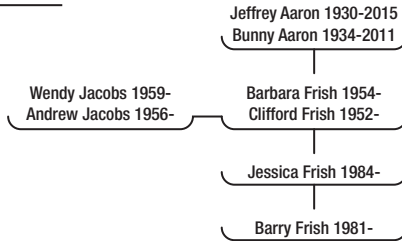
Tanglewood - a music resort located in Lenox, Massachusetts that features outdoor summer concerts and classes for students

NAME LOCATOR

JACOBS FAMILY



AARON FAMILY



BUSINESS ASSOCIATES

- Ideal Jacobs US**
 - Vincent Santoro, *VP of Global Manufacturing*
 - Mike Valentine, *Vice President of IT & HR*
 - Richard Green, *Sr. Manager of Operations*
 - Eileen Mroczek, *Sr. Manager of Cust. Relations*
 - Dave Alexander, *Die Maker / Tooling Specialist*
 - Doug Winters, *Production Manager*
 - Dan Green, *BuildTak Business Development*
 - Don Argintar, *Corporate Computer Specialist*
- Ideal Jacobs Europe**
 - Igor Gomes, *Managing Director*
- Ideal Jacobs Mexico**
 - Paulina Vallejo, *General Manager*
- Ideal Jacobs Malaysia**
 - SY Chen, *Executive Director*
 - Lian Chin "LC", *Corporate Affair Executive*
- Ideal Jacobs Xiamen**
 - Ben Meng, *IJX President*
 - Allan Du, *IJX General Manager*

FAMILY FRIENDS

- David and Melissa Brown, *Family Friends*
- Dr. Kevin Browne, *Andrew's Dentist*
- John Budish, *Friend*
- Elana Hager, *Family Friend*
- Paula Green, *Friend*
- Paul Gross, *Tennis Coach*
- Jerry and Laurie Levey, *Friends*
- Dr. William Menard
- Gary Moscovitz, *Accountant; God Father to Kayla*
- John Rudder, *Friend*
- Jean Shepard, *Radio Celebrity; Andrew's Mentor*
- David Williams "Uncle Dave," *God Father to Ben*
- Dr. John Capriglione, *Chiropractor*
- Mike The Driver, *Andrew's Driver*

COLOPHON

This book was prepared using Adobe InDesign CC on an Apple iMac 3.4 GHz Intel Core i7 running OS X Yosemite 10.10.5. The original text was supplied from the author as individual Microsoft Word files and was imported into Adobe InDesign CC.

The body text is set in 10 point Times New Roman Regular. Time stamp headings are in 10 point Times New Roman Bold. The chapter breaks are in 24 point ITC Galliard Roman. All body fonts are PostScript Type 1 fonts.

Cover photograph ©Michael Mroczek 2015.

Final cover design created by Richard Green III using Adobe Illustrator CC on an Apple iMac 3.4 GHz Intel Core i7 running OS X Yosemite 10.10.5.

Layout and formatting were done by Erin Sloan and Richard Green III.

Editing was performed by Erin Sloan with David Chang, Remi Heller, and Cooper Matthijssen. Proofreading edits were entered into master Microsoft Word documents. Text was then imported and formatted in InDesign CC.

The finished layout was exported from InDesign CC in Adobe Portable Document Format (PDF). The resulting PDF file was uploaded to the Ideal Jacobs Corp website (www.idealjacobs.com) for digital download and digitally transmitted to the print facility for imposition, set-up and printing.

RG3

ALSO BY ANDREW...

Books



The IDEAL Direction

Which direction will Andrew go next? Download a copy of this book on www.idealjacobs.com and embark on the journey with Andrew and find out where he will go next.



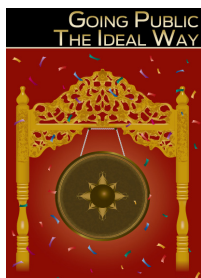
The Ideal Climate

Log on to download our first digital release and continue the journey with Andrew Jacobs as he looks for the ideal climate for business and sales. Exclusively available at www.idealjacobs.com.



Travelling At The Ideal Speed

Fasten your seatbelt! Hop in and take a trip with Ideal Businessman Andrew Jacobs as he travels around the world pursuing new areas of business and other challenges.



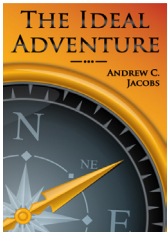
Going Public The Ideal Way

The adventure continues with one of Andrew's lifelong dreams coming true of the Ideal Jacobs Asian group going public on the Malaysian Stock Exchange. Read about what it took to complete that quest and the other momentous adventures that occurred.



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.



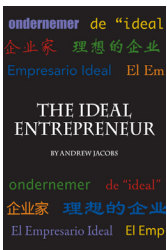
The Ideal Adventure

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?



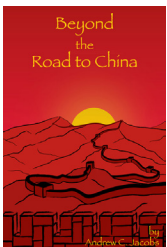
The Ideal Era

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 voyages, Andrew's philosophies and how to continually have a good time while pursuing your life's dreams.

ALSO BY ANDREW...

Audio CDs

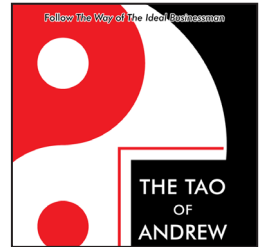
On The Air

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.



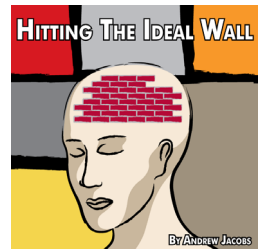
The Tao Of Andrew CD Box Set

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.



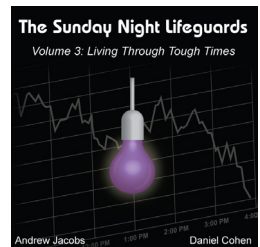
Hitting The Ideal Wall

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 success.



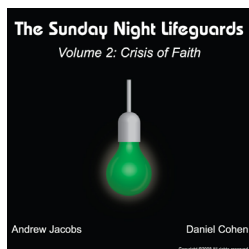
The Sunday Night Lifeguards: Living Through Tough Times

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 you.



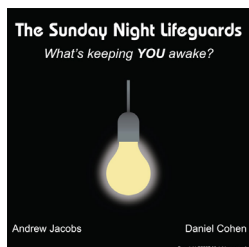
The Sunday Night Lifeguards: Crisis of Faith

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.



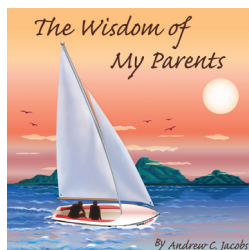
The Sunday Night Lifeguards

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.



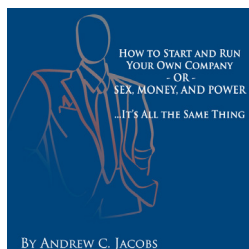
The Wisdom Of My Parents

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.



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