

IDEAL JACOBS

COLORING BOOK

BY ANDREW JACOBS





THANKS FOR JOINING US!

Hi! My name is Andrew Jacobs, President and Owner of Ideal Jacobs Corp. With the COVID-19 pandemic currently affecting a majority of the world, it quickly became apparent that people needed activities to keep them occupied while practicing social distancing. Our in-house artist, Mike Ward, has been the illustrator to my various blog entries that cover business, sales, and life on the road. We thought that outline drawings of some of these images might be fun for others to color. Our company has also been sponsoring a new type of sustainable farm in Israel, so we added two illustrations to showcase one of the company's newest project. We hope this coloring book inspires you to think and create more.

Regards Always,
Andrew



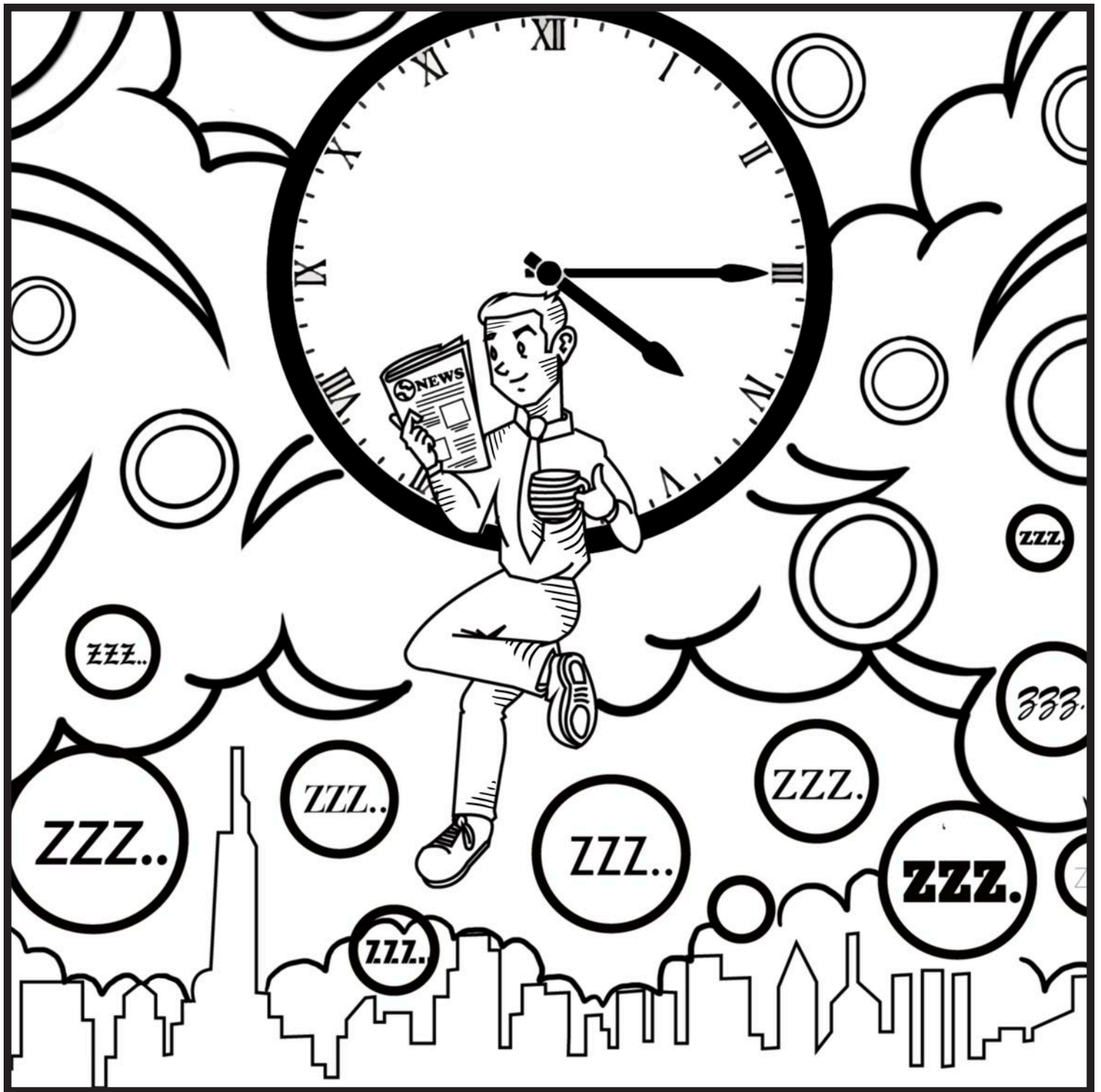
SOMEONE HAS TO BENEFIT... MAYBE IT CAN BE YOU

Our Company was started in 1921 by my grandfather and later passed through to my father, and then to me. As a group, Ideal Jacobs has gone through The Great Depression, two World Wars, and numerous other economic downturns and recessions. All of these events have the potential to be topped by the impact the COVID-19 pandemic may create over the next several months. Whether the governments of the world are able to head off this disaster is not clear. However, what I do know (and have been writing about for the last 18 months) is that when times get tough, the best thing to do is bring down your debt. Try to think logically and calmly about how to best achieve your goals. As my father always told me, "many large companies started during the Great Depression. Tough times do not always have to be a disaster for everyone. Someone has to benefit. Maybe it can be you."



TOUGH TIMES ARE COMING

I write this as a reminder to all who were here for the Great Recession of 2008, and also as a caution to those who came after. What occurred then, is similar to what is currently happening - a sudden, large drop in the markets. Hard times can (and do) come quickly. If you are in debt, you might want to consider trying to pay it down soon as possible. If you are living past your means, you might want to cut back. Things have the potential to get rough, whether immediately or over the next several years. You might want to think about your future now, before things happen that you cannot control. Also think about how you can benefit if the economy goes down significantly. Have a plan where you will profit when others don't. Be practical and realistic with your decisions and expectations. Always be prepared to take care of yourself when no one is around to bail you out.



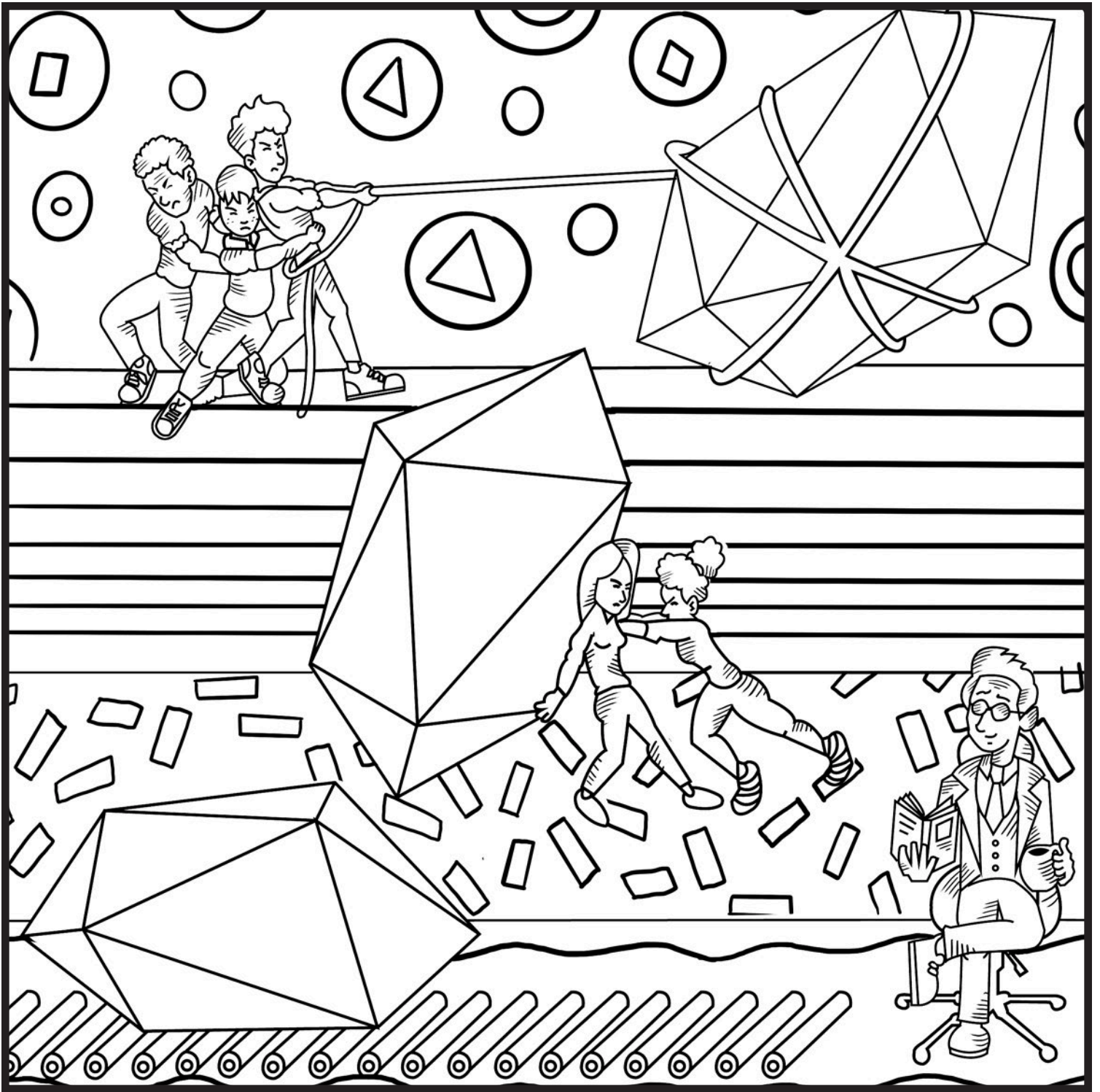
THE WORLD NO ONE SEES

I inhabit a space in time that few people visit. By getting up at 4:15am on the weekdays, I occupy a space that is almost vacant of others in my time zone. It gives me a chance to think, deal with issues, and exercise before many are awake. By the time most people get to work I have already been up for hours giving me multiple advantages in many areas.

Is it easy? **No.**

Do I need 5 alarm clocks to get up? **Yes.**

Is it worth it? **Most definitely.**



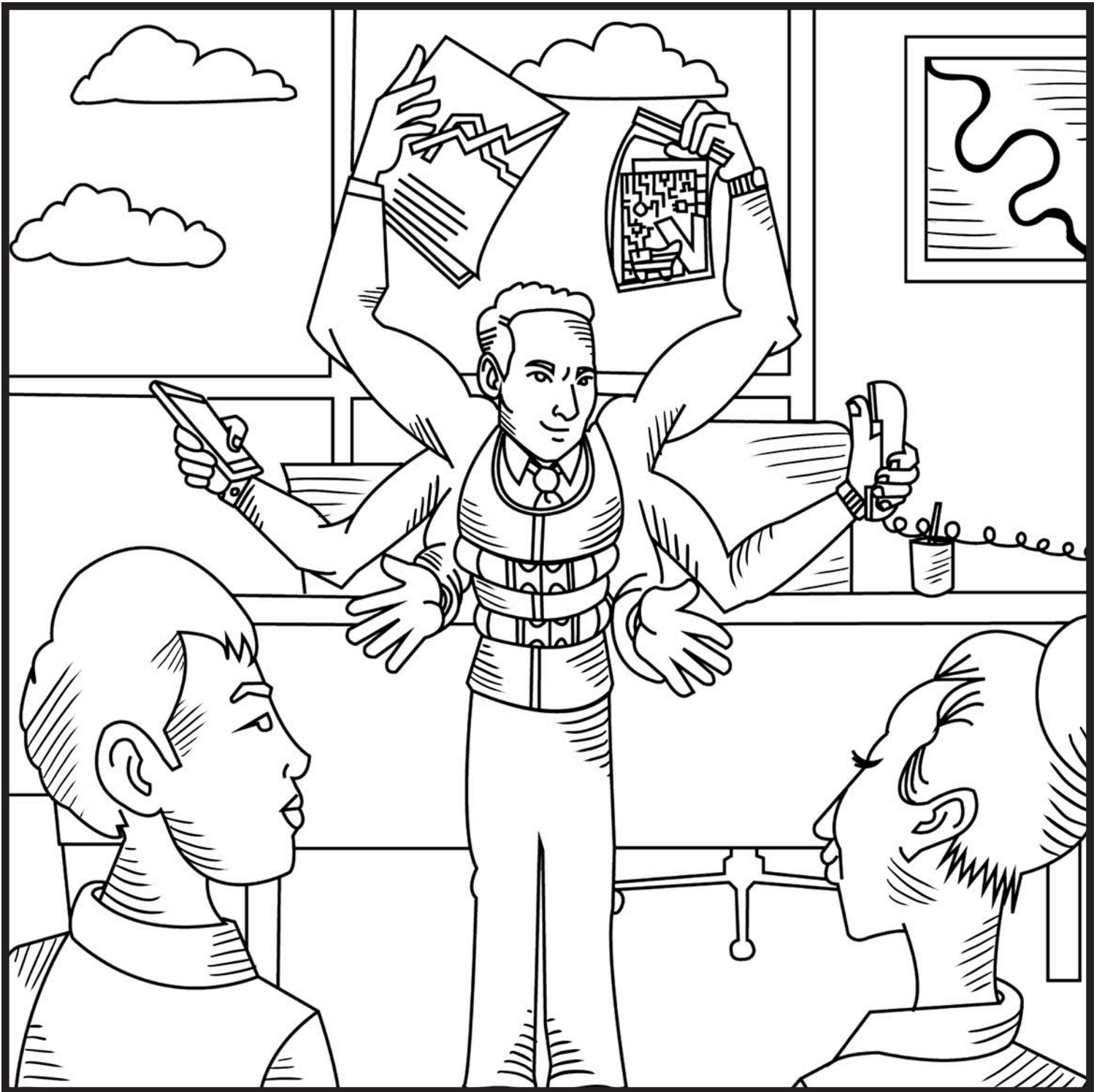
OLDER IS NOT ALWAYS WORSE

In today's marketplace there are many more people still working past 60 years old. I have found that life experience often makes up for some of the shortcomings of being older. Their accumulated knowledge and sense can help these employees find solutions to problems that younger employees with less experience may not easily recognize. While there is nothing wrong with a youthful workforce, as we have a lot of them in our facilities worldwide, there will always be a place for our older employees at Ideal Jacobs.



FOLLOW MY FEELING

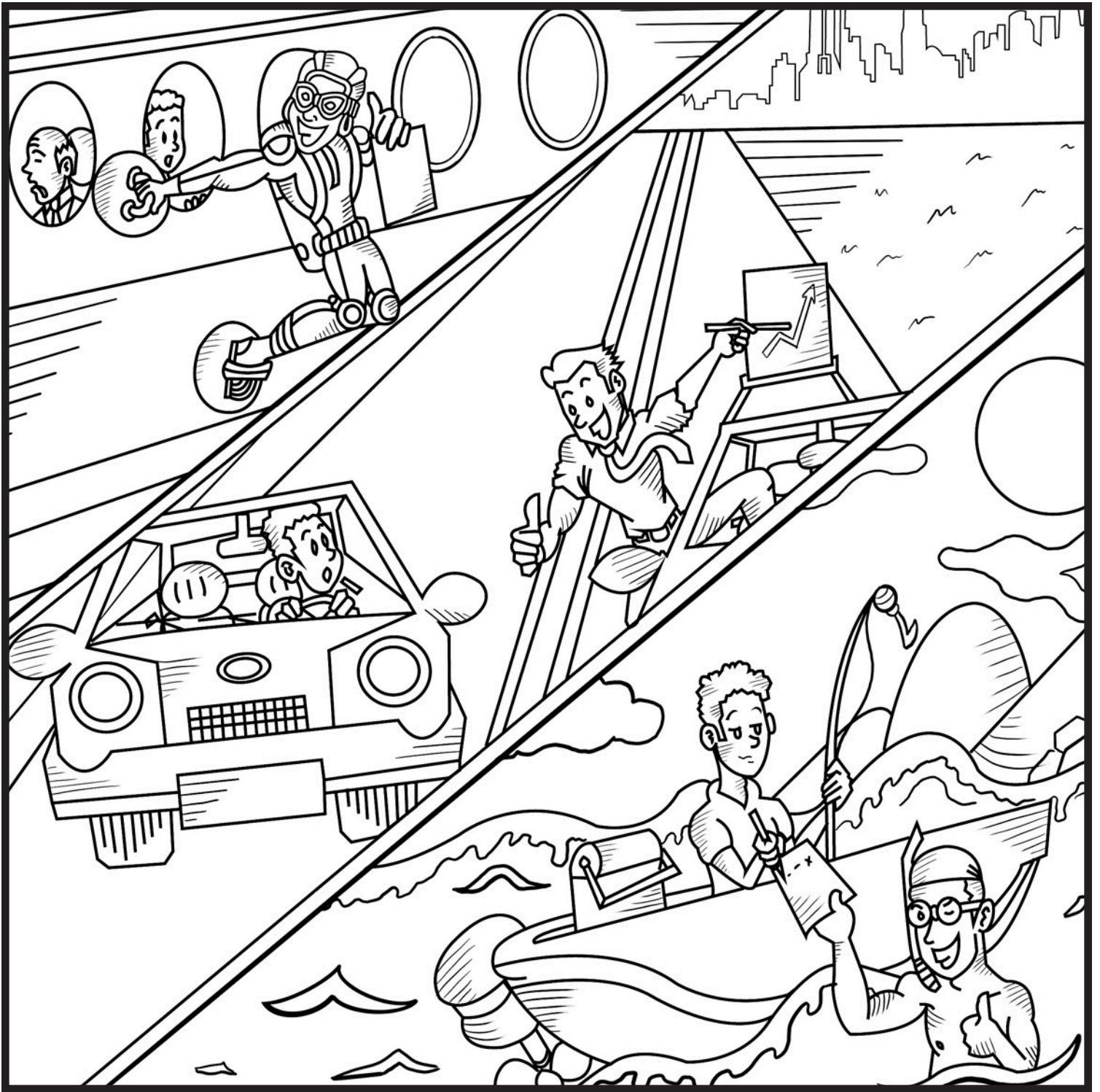
My birthstone is amethyst. When my wife and I were in South Carolina a few years ago, we walked into a store that sold gems and they had some pieces that were a dark, rich purple that were absolutely gorgeous. Wendy bought me one for my birthday and over time I acquired a bunch of others all weighing between five to fifteen pounds. They seem to send out a forcefield of positive energy and I eagerly sleep in their paths at night. I don't know whether it is real, imagined and whether anything good is really happening but since I do then it is. Positive thought, in virtually any area leads to positive action and over the decades I have come to believe how little we actually know about the universe and the power within it. Therefore, if I "feel" something is working for me, then it usually is and I will keep going in that direction until I am proven wrong.



WHEN ARE YOU BEING TOO PUSHY?

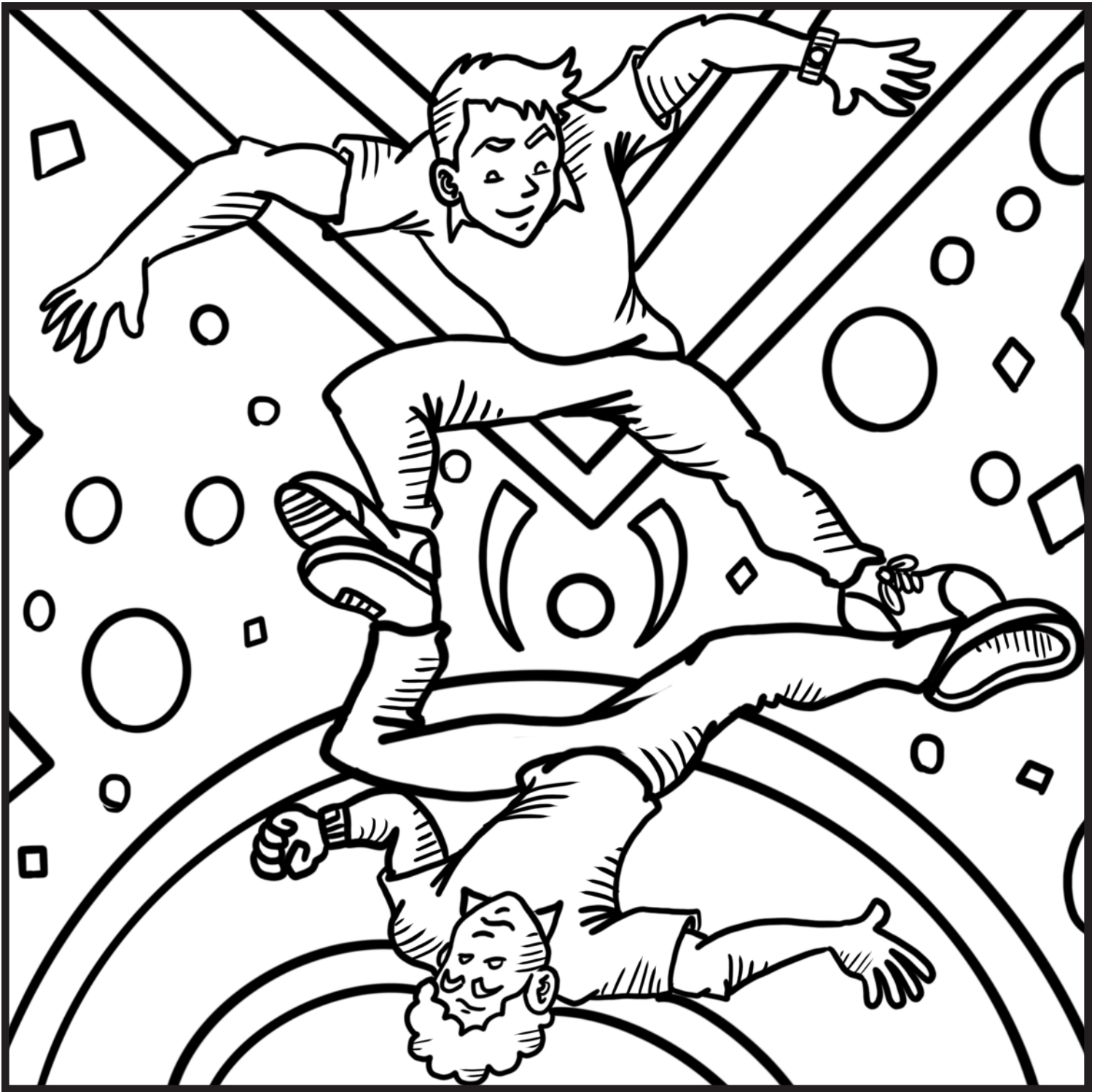
I am a salesman by trade and preference. The thrill of breaking open a new account is still as exciting as when I first started in our family business. It has always been my goal to provide a much needed product or service to others in exchange for me to get what I want, though that is never a guarantee. The only problem is that sometimes people don't realize what they need and I have to convince them that I can supply it.

Can I be very aggressive in my attempts at getting their attention and fulfilling their needs? That answer would be a definite yes. Do I ever push too hard and have people stop wanting to deal with me? Again the answer is obviously yes, but it is rare. I do have an antenna as to how hard to push and most of the time I stay on this side of rebellion. A non-aggressive salesman is usually hungry at best and bankrupt at worst. But that is the same for all relationships. If you are not willing to go after what you want then the odds are good someone like me will get there first.



PLANNING FOR THE ROAD

Most people have no real idea of what life is like "on the road." As a salesman, the primary purpose is to see as many current customers and prospects as possible with the shortest amount of downtime between appointments. In the 1970's, I started the great bulk of our accounts in northern New Jersey so seeing multiple people in a day was not a problem. Today it is much different with our global business, plane rides are often involved but it is worth it because people then think they are worth the effort to see in person. Email, Skype, telephone, texting are all good for communication but to "sell" the best way, as my Dad would say is, "belly to belly."



60 RULES OF LIFE

RULE# 1

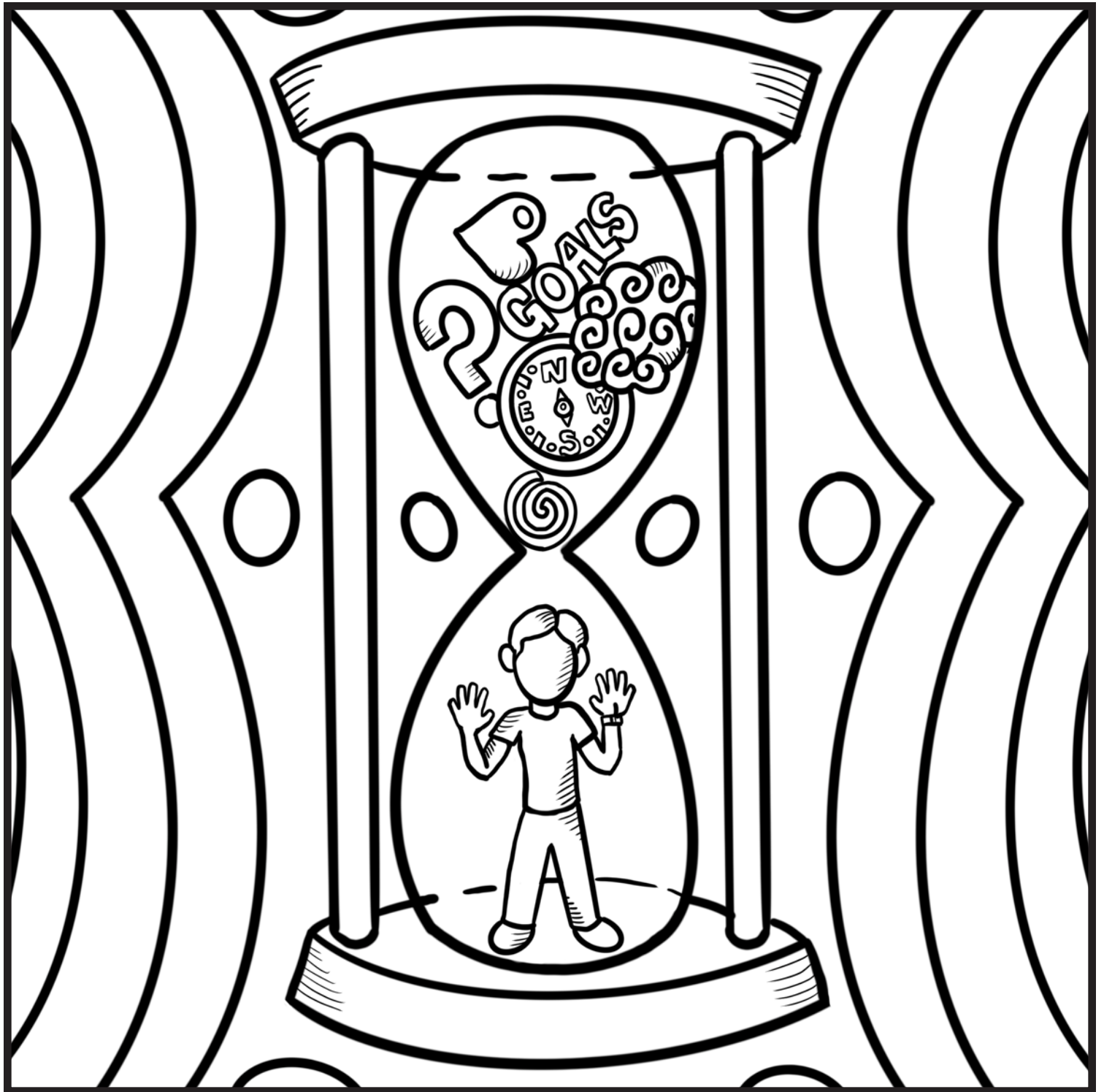
Every interaction in life involves the exchange of energy, goods or services between two people or groups and is important. That means that everyone you meet can have an immediate or long term, and therefore, positive or negative affect on your life and you on them. Because you understand this and almost no one else does, the tenor of that exchange is often up to you to define. Whomever begins an interaction can often dictate how it will start. If you smile, they will smile. If you are angry they will be defensive. If you are nice they may react the same or do the reverse but no matter what happens, you now know a lot more about the other person than you did before. Therefore, we all have a choice. We can wait for the other person to act first and let them decide the mood of the meeting, which can sometimes be an advantage or take the bull by the horns, risk rejection and go for it. The choice, as always is yours but as for me I usually go first.



60 RULES OF LIFE

RULE# 19

If you do not have a passion for your job, figure out why and act accordingly. Your passion and interests are no one else's concern but your own. We all spend more time at work than with our families and it is crazy to be doing something that does not make you happy at least part of the time. In our company, I am constantly monitoring our people to make sure they are okay and if there are problems in the workplace, I do my best to resolve them as quickly as possible.



60 RULES OF LIFE

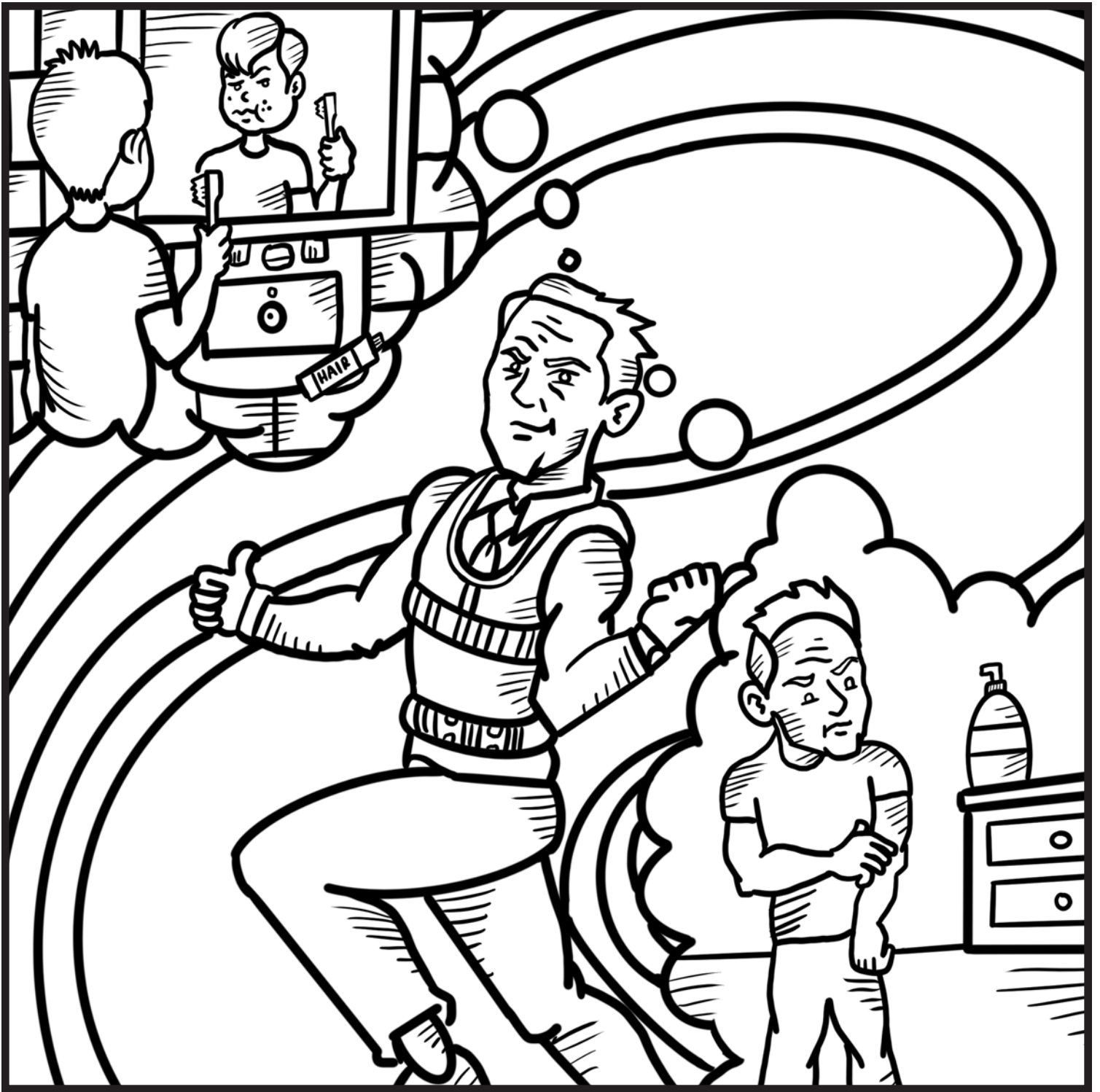
RULE# 44

Success takes time. Be patient and put in the time to reach your goals. Find successful people, pick their brains and ask for help. Follow their guidance until it stops helping then find someone else. Repeat this process until you have what you want. Don't make the mistake of trying to take the advice of someone who is so far ahead of you in your success pyramid that you can't internalize their thought processes. Don't be too hard on yourself if your journey takes longer than anticipated. Highly successful people tend to be impatient.



BACK TO OUR FUTURE

I have tried multiple ideas in my life and career and many have failed. For some unknown reason there was always a passion inside me to put the failures in the past, give myself a few minutes, hours or even a few days to mourn the loss of potential success and re-charge myself to open up to the next idea. I have this belief that my ideas, in addition to giving me a great life, career and fantastic family, will help me to help the world on a global scale. Whether it actually happens is not relevant. What is important is the continual journey to keep trying to reach the next level.



LITTLE TOO FAR

Some background first... I was 14 and visiting my grandparents alone in Florida. When I woke up the first morning, I brushed my teeth and used the toothpaste on the counter. It tasted really bad but I did not give it much thought. Later that day, I actually looked at the tube and realized I had mistakenly used hair cream instead of toothpaste. Laughing at myself I told my grandfather who admitted he had also done the same thing. Recently, I had finished the tube of skin lotion in my bathroom and had replaced it with a big container I had purchased a few days before. I did not really look at the label but it was in the same section so I just grabbed two. I put some on last night and then again this morning and noticed my skin was a little itchy but figured it was dry from the change in weather. History repeated itself... I actually had been using body wash instead of lotion. You might think that this would slow me down and take more care in the future but I know me and with the speed I operate, it will happen again. It is worth a couple of accidents over the decades to keep moving quickly, one of those risks I am willing to take.



PICK UP THE PHONE

It never ceases to amaze me that in our world of constant communication that things can get bogged down so quickly and completely. We have a customer in Europe who emailed me early this morning and needed some help regarding a shipment. I emailed our China and Europe team members and they emailed me back regarding the options. There were so many emails going back and forth that I finally took the ultimate action and called the customer on the phone. After a very pleasant two minute conversation everything was clarified, the needed paperwork is being generated and all is well. Email and texting are wonderful but can result in extensive delays, mis-understandings and the potential for missed deadlines. There are times when a direct conversation is both necessary and the best option.



TAKING A STAND

I met with two of my good friends recently; one is in commercial real estate and sees the economy as booming with no immediate end in sight, the other sees the potential for another bad recession. He owns a company that sells paper and printing and has been affected by foreign and local competition, the tariffs and rising costs in all areas. I believe that we are already in a recession and global economic numbers have not caught up yet with reality. Who is right? Take your pick. Whichever viewpoint you choose, I suggest you try and make a one year projection as to how good or bad things will get and plan your finances around it. I believe that it never hurts to pay down debt and having your assets in multiple areas might be a prudent pathway to consider. Many people are already too young to remember the Great Recession of 2008, it would be better if they did.



BIRTH ORDER MAKES NO DIFFERENCE

In the Old Testament, a lot of importance is placed on the first born male of the family. He would be given a preponderance of the power, influence, and money handed down by the father and the rest of the children would have to take what was left. However, there were a bunch of notable exceptions including Joseph who became second in command of ancient Egypt, Moses who helped free the Jews from Egyptian slavery, and David who became a king of Israel. They did not care about their birth order they simply excelled past everyone else. The point is that those ancient ideas of birth order, the preconceived idea that men were more suitable for government and business than woman and those stuck in lower stations of life from the results of deficient childhoods, could not be altered. It was not true then, it is not true now. Don't buy into the bad narrative, write a new one for yourself and you might be surprised.



FROM GOLF BALLS TO TRASH

Even before I actually learned to play the sport, I used to look for golf balls. There was an abandoned quarry near our house with a course at the top and the golfers would regularly hit errant shots into an area I used to search. It was fun and I liked the hunt. Decades later I have a different prey. When I went biking in the morning I often picked up trash. I liked being able to leave a place cleaner than before, I got a great sense of satisfaction to helping Mother Nature especially when I thought about how much garbage I personally produced on a daily basis. Maybe it meant nothing but I have to think that if people see beauty instead of garbage then many will start their day a little bit better and pass on those good vibes to someone else.

Unfortunately, with the current COVID-19 pandemic I can't clean up as did before. The danger of infection makes this practice too dangerous. I will look for other ways to make a difference.



DANCING ON THE TREADMILL IN CHENNAI

When traveling, there is often the choice of whether to eat, sleep or workout. I have found over time that unless I exercise the rest of my being does not function well. As a result, after getting in from Bangalore, India early one morning and going on a sales call, I went to my hotel early and had a snack as opposed to the big lunch and the nap I had wanted. While on the treadmill, I texted my wonderful wife and mentioned that I was watching a musical on my iPad and trying not to dance. She had no response except to say she loved me and probably chalked it up to my sleep deprivation and jet lag. The point was that I could then eat, relax and hopefully get to sleep early because I was due to get up at 1:30am tomorrow to do it again in another city. I wonder what movie I will watch tomorrow?



SAHAR

Hi, my name is Sahar. I live in Israel and am part of a project to start the first Regenerative Farm in my country. Ideal Jacobs has been a great supporter. The rules are simple, we try and never use any artificial fertilizer or insecticides. We started our dream with a few acres of land at the beginning of this year. The results have been very positive so far and we hope to start harvesting food by this fall. If our experiment works, we will expand our efforts to more fields and hope that other farmers follow our dream.



SLOW AND STEADY

There is nothing wrong with machines and doing things on a grand scale. But sometimes it is better to start small and use people to do the work instead. Because we are a Regenerative Farm and everything is 100% organically grown it draws people who want to work with their hands and hearts to produce food in a natural way. It is not fast, it is not incredibly efficient, but it does change the process and what comes out at harvest time is a product of both human effort and thought. We join together to figure out the best way to grow what fits in our land, a partnership with nature not an overpowering force.



OUR CREATIVE TEAM

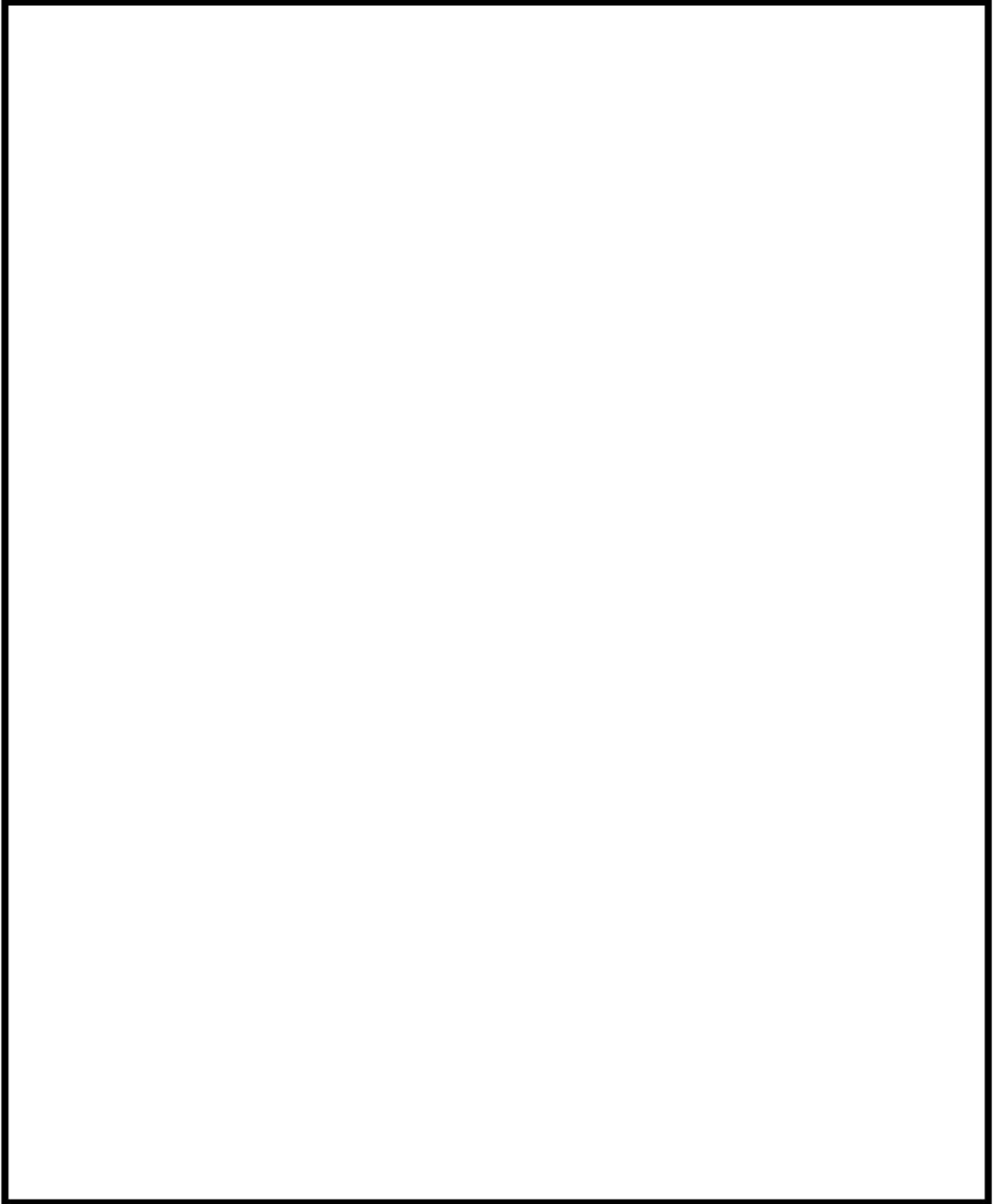
Author and Creator
Andrew C. Jacobs

Artwork and Illustrations
Michael Ward

Edited By
Richard Green III and Emporia Meng

NOW IT'S YOUR TURN TO CREATE

Draw, sketch, or illustrate. You have the power!



IDEAL JACOBS

Established in 1921, Ideal Jacobs Corporation is now owned and operated by Andrew Jacobs, third generation owner, covering 98 years of service. Our product line includes:

- Graphic Overlays and Labels
- Braille and Embossed Decals
- Laser and Die Cut Components
- Membrane Switch & Smart Labels
- 3D Printing Innovations
- Gaskets, Shielding, and Insulators
- Fabricated & Machined Metal and Plastic Parts
- On-site Waterjet and CNC capabilities
- Rapid Prototyping & Development

We have production facilities and distribution centers around the globe.
For more information, please visit www.idealjacobs.com



1 Ideal Jacobs Corporation
North American Headquarters
Inquiries: info@idealjacobs.com

2 Ideal Jacobs Imports
Canadian Sales Office

3 Ideal Jacobs Mexico
Guadalajara Distribution Center

4 Ideal Jacobs Israel
Sales Office

5 Ideal Jacobs Xiamen Corp.
Asian Headquarters
Inquiries: infoxm@idealjacobs.com.cn

6 Ideal Jacobs Suzhou
Production Center

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