

THE IDEAL ALMANAC

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The Ideal Move

Hello and Welcome to the August edition of the Ideal Almanac.

When I started in our family business, one of the best pieces of advice handed down from my grandfather and father was that the main ingredient to being successful in sales was making regular calls. My dad called it “belly to belly,” meaning I had to see people in person to make the biggest and most lasting impact.

Obviously, things have changed greatly over the past forty-five years, not the least being the internet and us (Ideal Jacobs) building multiple locations around the world. Still, the idea of being there in person, especially with the ebb and flow of various rounds of Covid, has never been more important. There is the obvious advantage of seeing people in person and finding more information on their companies and themselves than would ever be possible via email, text, or Skype/Zoom. Additionally, I can also see what is happening in and outside of the US in real time and not get information that has been modified in multiple ways by various news sources.

I just returned from a business trip to San Francisco, Los Angeles, and Guadalajara, Mexico. While my feeling that our world is going into a global recession was reinforced in the US, being in Mexico also made me realize how well Guadalajara (in particular) and Mexico (in general) were doing. So much so that while there, we decided that it was time to start our fifth manufacturing plant and preparations are already underway. We hope to be operational there within twelve months.

Even in times of high global distress, certain areas will not only survive but also thrive. It is my job to



try and forecast where we should be and when. I am obviously not always right, but historically following our customers have proven a good pathway. When my wife Wendy asked me what my “gut” told me about this move, I replied it said to go ahead now. She was satisfied with that and that was all I needed to move forward.

I plan to be in Southeast Asia next month, possibly Europe in September/October, Mexico again in late October, and then Singapore and Israel in November. It is in my DNA to be on the road. The last few years of being grounded by Covid, while being very productive, have kept me away from people. It is time to be out there again.

Regards,
Andrew

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