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SPECIAL
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THE IDEAL ALMANAC

One World

Hello and Welcome to the January Special Edition of the Ideal Almanac.

Growing up in a 101 year old family company gave me both a short and long term view of business and life in general. From the time I started and went on the road, monthly sales have always been a high priority because without them, bankruptcy would soon occur and everything else would just be commentary. As my dad would say, customers were like gold and would be treated as such. We would do our best to supply whatever they wanted in the time periods they demanded, and in return, their sales would generate the profits to run our company and finance our lives on a short and long term basis. On the other hand, I also learned to take a longer view which involved taking a great deal of risk to build for the future that we think will happen. Without embracing both philosophies, we die.

When I see countries in crisis (the war in Ukraine, political tensions over Taiwan, or how Covid is impacting China), it's all the same thing. When people are in peril, the long term view is reduced and the day-to-day need for survival takes over. But in my experience, both have to be addressed at the same time, and unless we do, then both will suffer. This is the time for all of us to try and help each other, and by that I mean in the short and long term. The odds are good the global economy will continue to slow down. Unfortunately, companies will go bankrupt, whole industries like cryptocurrency and carbon credits may crash, and many people may lose their jobs. Believe me, no boss wants to layoff people; it means that the management could not produce enough sales to keep going and no one wants to see that happen. It is a personal failure for those in charge. But if

times are going to get tougher, now is the time to take both short and long terms views of how you can safeguard your jobs, homes, cars, and everything else you hold dear.

Over the last 101 years, my family has witnessed similar events to what is happening now globally and times can get really tough. It can also be the best moment to change jobs, start your own company, or partner with someone to try something awesome. The point is to "see" the reality of where you are, where you can go (both good and bad), and try and steer towards what you want as opposed to waiting for things to happen to you. While my nature is to be conservative, my partner Ben Meng and I are going in the opposite direction. He is expanding our new plant in Penang, Malaysia, and we are building a new plant in Guadalajara, Mexico. We both think that it is the best time for us to go after new customers and market share. If you think that what happens in Ukraine, China, or Taiwan does not affect you and your job, then I suggest you rethink the world order.

For better or for worse, we are one world and we all have to get along as best we can in the short and long term, but that also means that we can have a global impact which before would have been impossible. The good and the bad, the yin and the yang, the chances are now there to help change our world for the better. I hope your 2023 is awesome on all levels.

Regards,
Andrew

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