

## Miscellaneous Ramblings.....

Another irreverent interlude from my office to yours. John Julis



The SEMA Show and the elections are behind us. The Show was a success from the standpoint of the quality of the attendees. Tues. & Wed. were non-stop, with many looking for new items to help get their business on track. If I can close just 50% of the deals from SEMA, it would be great! The elections... it will take some time to see if the promises of the campaign can come true.

With our industry losing a "biggie" just prior to the PWA Conference, I imagine that the reps weren't the only ones talking about it. After seeing the creditors list, one can only wonder how such intelligent people got so far behind the power curve? It's time we take stock of our business' and see if we are doing everything in our power to survive. I am doing many direct mail pieces and that is helping me in markets I previously thought too small for any action. What are you doing?

Those "in the know" down in NASCAR-land report that the teams will have to tighten their belts in the face of reduced sponsorships. Dodge has already announced that they will end their Craftsman truck program with Craftsman tools not returning in 2009 either. The "use it and dispose it" mentality will give way to a new attempt to make things, and thus the budget, last. Goodyear still goes "cha-ching" with every yellow flag. Let's see... 43 teams X \$1600.00 + per set, makes Goodyear's take \$68,800.00 per yellow flag!

What do us reps have to do to get back on the good side of John Towle? His interview was not very complimentary. In this tough time, we all need to work together to get through it. We need not alienate anyone in our industry.

### What's In Your.....

**Chewing Gum?** Some chewing gums still use "castoreum" which is used to enhance flavors. Produced in the anal glands of beavers, it's also used in perfumes and incense.

**Toothpaste?** Many toothpaste varieties contain "dicalcium phosphate" an abrasive agent. It's made from the bones of ruminants (animals that chew their cud), such as cattle and sheep.

**Beer & Wine?** Many European and some American producers use "isinglass" to speed the fining, or clarification process. It's made by cleaning and drying the bladders of fish like sturgeon, cod and hake and is also used to make glue and cement.

*The opinions presented here may not reflect the thinking of PWA and are only presented for your reading enjoyment.*

If you do not know the name Charles Brannock, I am certain that you are very familiar with his invention. Charles was a college student working in his father's shoe store when he penned drawings of a simple tool to measure people's feet. The year was 1920. By 1925 he waded through prototypes of paper, cardboard and even an erector set when he settled on the cast aluminum version still in use today. The "Brannock Shoe Device" measures the length of peoples feet, the width and distance from the heel to the ball of the foot, and still is the standard of the industry today.

### Head of Household

When everyone on earth was dead and waiting to enter Paradise, God appeared and said, "I want the men to make two lines. One line for the men who were true heads of their household and the other line for the men who were dominated by their women. I want all the women to report to St. Peter." Soon, the women were gone and there were two lines of men. The line of the men who were dominated by their wives was 100 miles long and in the line of men who truly were heads of their household, there was only one man. God said, "You men should be ashamed of yourselves. I created you to be the head of your household! You have been disobedient and have not fulfilled your purpose! Of all of you, only one obeyed. Learn from him." God turned to the one man and asked, "How did you manage to be the only one in this line?" The man replied, "My wife told me to stand here."

### Why Men Should Not Take Phone Messages...

"Someone from your Gyna Colleges called and said your Pabst Beer is normal. I didn't even know you liked beer."

I guess that our SEMA Board member Rick Rollins is quite the acrobat. While I missed his command performance in the Hilton, others reported that he is quite spectacular. What's your secret Rick?

The people who produce the "other show" called P.R.I., report that their booth count is up 170 over last year with just over 100 more attendees registered as of November 3rd. Way to go Steve Lewis!

That's all for this time,

John Julis

*A note to John: Hey John, sounds like you think the Reps are on my bad side... Not true. I was only commenting on the facts. If I offended anyone, I apologize. Please remember, I fight as hard for the rights of the Reps as does anyone. Be well and GOD bless. Sincerely, John Towle*