

# Has the economy affected YOU?

EXPO, an on-line version of their magazine, comes out monthly.

Their survey was like sticking your tongue out the window ---- "How's it taste?"

For the world of trade shows and expos, this one question goes to *show* (excuse the pun ... and the redundancy), 7 out of 10 producers . . . know something. "What," we don't know. Perhaps they should have asked a more general question like, "Are you a human being?" ... "Are you responsive to surveys?" ... "Can you read?"

I studied *Statistics* in school. A prerequisite for surveys is that they be unbiased and effective. This is an example of neither. It's both biased and ineffective.

First I'll deal with the former, then the issue of bias.

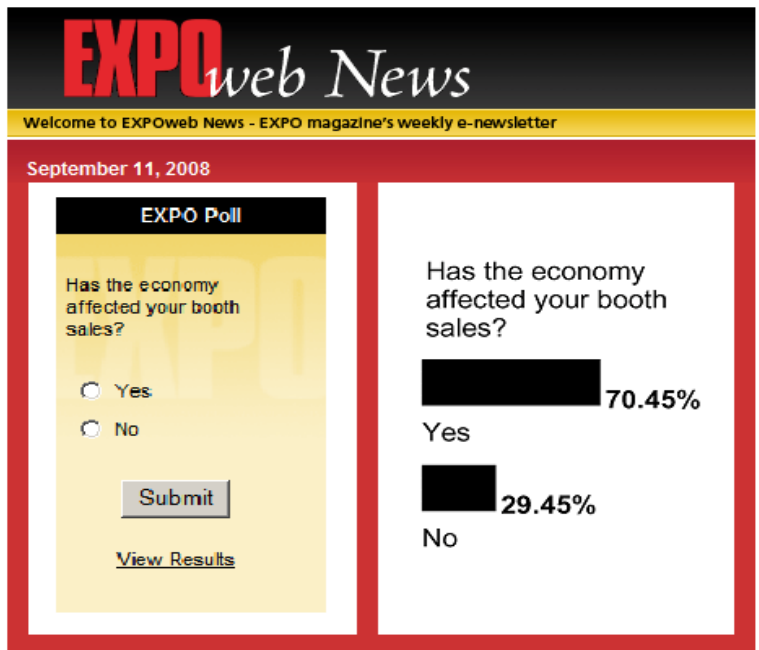
## In Re: *The Economy*

Is there ever a condition whereby the economy doesn't affect everything you do? If the economy is surging ahead in GNP, I guess the answer to "Has the economy affected YOU?" would be "yes."

Of course, if the economy is struggling and GNP is taking a dump, the answer would be "yes" ... again.

There is a possibility, if you look at zero growth – economic stagnation (like the Russians and other Communist countries had over the past four or five decades), and wish to impart some "affect" upon the issue, the answer would most assuredly be . . . *the envelope please* . . . "YES."

The point is, there's never an 'affect' which the economy has not influenced. You're in it for good or bad. Hang on for the ride.



## 9/11 anyone?

Perhaps you didn't notice the date.

Now maybe, just maybe, you could distance yourself enough to be unaffected at this time of year, sufficiently so that the impact of all the media (of which I saw very little) would provide you enough insulation to have an open and complacent mental state at the time this survey popped up on your desktop. I didn't.

I have never in my lifetime recalled an incident with such clarity as the morning of "9/11" and the days to follow.

I saw and watched events unfold that led to today's state of affairs. To wit, I refer to: the war in Iraq; war in Afghanistan; war on Terrorism; OPEC

costs of oil, fuel and heating costs (and the many influential wannabe actors, such as Ahmadinejad, Chavez and Kim Jong Il); Mortgage Crises; Credit Crunch; the New Housing Bust; the “new” China Syndrom (i.e., everything being produced by a single country); Illegal Aliens; return of Russian Military action on countries friendly to the U.S.A.; and, the list goes on and on. Alas, I am without a warm fuzzy by which to answer this survey in any respect.

The impact – the affect – can not be minimized.

EXPO asks, “Has the economy affected your booth sales?”

The better question, at this very instant of all the memories of all the events past and current is, “Has the affect gotten through? – Is the affect ‘over’ with you? – Will you ever forget?”

Have you, or anyone you’ve known, become numb to the conditions? Does anything surprise you? Does anything affect you?

If you feel as I do, I’ll never separate the memories from the date, and that will affect my answer to any question about anything and everything at that time of year, for as long as I shall live.

### **Here we are, at The Home ShowS, wondering . . .**

While our revenue declines, we expand the ad budget. While booth sales drop, we grow our shows. While others expire, we expand.

Is this sensible?

Opportunity is only a noun when you treat it as such. I prefer it a verb.

If you don’t know the term, “Opportunity Cost,” then you may have missed a safety line in the small business survival book. Opportunity Cost is the value of a product or service forgone.

I use ‘opportunity’ as a verb, and a verb denotes an action, an occurrence, or a state of being. If you fail to take “action,” the toll is an incomplete revenue stream; loss of income. When (or after) an “occurrence,” takes place, non-participation is irrelevant. You’ve missed the chance. As a “state of being,” nothing remains in such a state for long. Surviving requires being there, at the right time, all the time.

Opportunity is what it “is.” Either you act or defer. Fail to act and you’ve missed “opportunity.”

### **Thee who hesitates, dissipates.**

So, you’ve got this little business. It has “presence” – but not a presence that dominates your competitors or overwhelmingly attracts the public. Yet, all the trappings of your enterprise are there, beckoning you utilize them – the very resources you’ve amassed over the years. The personnel awaits . . . *Do we do, or do we don’t? What say you, Boss?*

If your answer is, “No,” then being a part of the economy, good or bad, is not in your future. As opportunity shall pass, so will your businesses.

If the answer is, “Let’s roll” then you’ve done your best. You can do no better.

There can be no understanding greater than yours as it relates to your business. And there can be no greater answer I have to offer than this,

**“Make more money than mistakes.”**

Advertising creates opportunity. Inaction doesn’t. Fail to act and you’re sure to fail.

Respectfully,

Lil’ Johnny

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