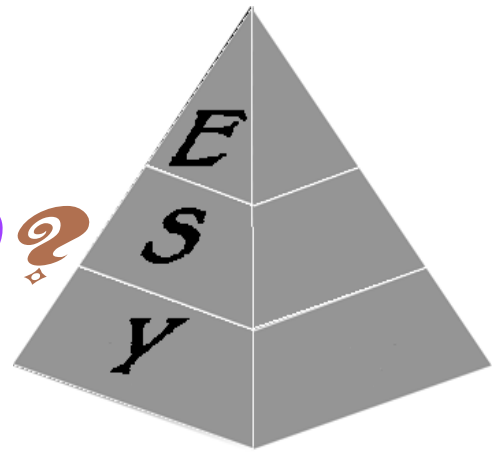




ARE YOU EXPERIENCED?

(Feb 28, 2008)



"Experience" counts. However, trusting someone's claim to experience is an entirely different matter.

It depends on how you define "experience."

We looked at one promoter's statement of experience - without the facts getting in the way of selling you booth space?

This promoter, we'll refer to as the *Other Guy*, addresses it as follows:

"THE STAFF AND SUPPORT COMPLEMENT . . . ALLOWS YOU TO BENEFIT FROM OUR COMBINED "HANDS ON" EXPERIENCE . . . INCLUDING PRODUCTION, MANAGEMENT AND ADMINISTRATION OF WELL OVER 150 HOME IMPROVEMENT SHOWS IN THE CHICAGOLAND AREA."

I took a look around our office. *"Son-of-a-gun. We've got some of that "combined" stuff laying 'round here amongst them "support complements." I saw it just yesterday."*

Their formula: "support complement" + "combined" + "hands on experience" and you get this:

of **E**mployees (= "support complement")

of **S**hows ("combined" = multiply employees and shows)

of **Y**ears producing shows ("hands on experience" = multiply employees X shows X years),

E x S x Y

Reviewing The Home ShowS history, we have a pretty good story too. We've had a 'support complement' of 6 people, on average (if you count every nose). THS produced an average of 6 shows per year (one the first year and 11 shows currently: $1 + 11 / 2 = 6$). THS was established in 1986 (so that's like, 22 years ... carry the one ... makes that 23 years now). So, we've got ...

6 E x 6 S x 23 Y = 828 combined, hands on, show experiences.

When comparing THS to the *Other Guys*, it looks like the pyramids above. The *Other Guys* is the little one on the left. The Home ShowS is the big ole monestrous sucka on the right.

Although "experience" is nothing to scoff at, we are pressed with the knowledge that it always comes down to one question: "What have ya done for me lately?"

We don't fabricate history (if you don't count on this tongue-in-cheek "experience" calculator). However, to keep up with the *Other Guys*, next year we'll be forced to declare:

"The Home ShowS has a **Millennium** of experience!"

Such feckless phraseology must be admired . . . or mocked.

Lil' Johnny

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SOURCE: www.ChicagoHomeShow.Net/LilJ

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Since 1986 . . .



. . . that's like, B. C.