

# THE END TO THEIR ENDS OR WHY ARE THESE OTHER GUYS SAYING NASTY THINGS ABOUT US ?



Highwaymen

Sorry, that fable-like font is so un-readable I'll have to repeat it:

*"The End to their Ends OR, Why are these Other Guys saying nasty things about us?"*

Read on / know why.

As stated in Lil' J's "Who KnowZ WhoZ For Sale," there's a rumor being spread about The Home ShowS that's incorrect. The term "rumor" just doesn't fit. Better said, a "LIE" by the *Other Guy* (and his not-so-silent partner) that The Home ShowS are up for sale (or) failing (or) going outta biz. [Scuse me — having a Glenn Beck moment — digging to the root of the issue to protect or defend our enterprise. It sucks. But then, that's whatcha do if you're "opinionated" — ME — someone who thinks 'bout stuff and then yacks the yak about what he's thinking.]

Well, let's get on with the 'fable,' shall we?

A fable is 'propaganda,' which is a mechanism for fundamentally influencing the thoughts and actions of an/other(s). So is 'fraud.' 'Fraud' committed on a massive scale is 'propaganda' = 'a big lie.' Fraud is a lie / a lie is fraud ... synonymous. By def, fraud is, "Misrepresentation of a known fact to induce another into a detrimental relationship, generally, with the 'bad actor' . . . in other words, the bad guys screw the innocents. If a person or persons tell a lie *b-r-o-a-d-l-y*, they're basically committing massive fraud — 'defrauding' others — creating a *false* fable.

TOG's statements are: "They're desperate — their shows are tanking — they're going out of business — trying to sell — not gonna be around much longer" and, "I may be picking up their halls." All lies.

What 'end' does the rumor of "the end" of The Home ShowS serve? If you're the *Other Guy*, a zero sum equation comes to play since The Home ShowS exibs would go to the *Other Guy*: -1 THS ➔ +1 TOG.

This last, however, one goes beyond crapola: "I may be picking up their halls." It adds believability. While not being absolute (eg, "may be"), it sounds logical (eg, "picking up their halls"). One biz fails and another takes its place. Here's where *the jig is up*: Why would TOG want to pick up our halls?

Thinking . . . thinking . . . DING! — DING!! — DING!!! Because TOG's shows suck and they think our halls will save THEM. Their halls don't "suck," but there's definitely a sucky sound to their shows. I've said it before and we've proven it time and again, halls don't fail to "produce" — promoters do.

Consider, 6 of 10 shows we produce annually are in halls *another Other Guy* couldn't make work. Ours do.

Oh . . . oh . . . OH! And I almost forgot, our eleventh (11<sup>th</sup>) show, the Chicago Pet Show, scheduled Oct 30 & 31, 2010 at Kane County Fairgrounds in St. Charles. That's another location the *Other Guy* planned to produce a pet show last spring *his-own-self*. It's also his first pet show cancellation. Since then, he cancelled another pet show at Lake County Fairgrounds — he's a 'cancel maniac'!!!

Point is: The *Other Guy* is interfering with our business expectancy by lying. You believe him and you may be tempted to switch 'off' The Home ShowS and 'on' his Tinley or No. Central College shows . . . **OOPS!** Did I name names? Guess I did. Oh well. You read the Lil' J Papers and you woulda connected the dots *anyhows*. Dennis Carroll of Ryan Group is the name. Lying is his game. Deal with it. We do.

## Chapter 2: Larry the LummoX

The next issue is Dennis the Menace's buddy, Larry. He likes Denny. *Hummm*. Wonder why?

I think his aberration of thought has more to do with small money than big picture. It seems, Larry's fallen in love with the ole "paid admission produces qualified attendees" philosophy, harkening back to those pre-recessionary times when 'disposable income' was "disposable." Today, every dollar is indispensable because no one knows for sure from where (or 'if') the next dollar will come. [See other Lil' J Papers re Paid vs Free at [www.ChicagoHomeShow.net](http://www.ChicagoHomeShow.net) > Exhibitors > Lil' Johnny Papers.]

Larry isn't really a 'true' believer. He's a *re-believer*. Ya see, he used to do free admission shows – ours (and others, maybe?). Then, he got heavy into something that made him flip to Paid Admission – maybe his diet? – maybe the Moon to his Zodiac sign was in recess? – maybe deals from a promoter? Whatever. None-the-less, Larry now likes 'all things paid.'

Hey! Wait a minute!! I have an idea!!! (That's a concept with an opinion sure to follow.)

Maybe Larry likes to buy cheap booth space (~\$750 ?) at the *Other Guy's* show while the *Other Guy* shifts show costs and charges attendees via "Paid Admission." Well, there it is!!! (Giving Larry the benefit of the doubt as to diet ... and his *Moon*.) Made a cognitive decision, Larry? Bravo! *Cheap out!*

But ..... *it's wrong.*

Why? 'Cause (in no significant order):

1) There's a recession.

2) Before the recession, studies prove parking fees (~\$5) reduce traffic. What do you think 2 people (husband & wife) at \$7 each (\$14 for both) will do to attendance? Reduce it? Only the public that doesn't know any better pays admission. 'Paid admission' exhibitors? That's a different story.

3) Why would anyone pay admission to go to a home show to for a 'free estimate' ? Think about it: Why doesn't Larry charge for estimates?! . . . same, same.

4) Why pay to be sold? If the public pays Denny to be sold by Larry, and Larry gets a cheap / cheaper price booth, then the public's not really getting a 'free estimate' from Larry, are they?

5) No one likes to be 'chumped.' The public is no different. [*Theater of the mind: June Cleaver: "... that home show in St Charles / Naperville / Tinley costs \$\$\$.* Ward Cleaver: *That's crazy, dear. The Home ShowS in St Charles / Glen Ellyn / Orland Park are FREE.* The Beave: *Yeah Pop, but no one will think we have any money. Everyone will think we're poor.* Eddie Haskell: *What-a-chump! Kid, why pay ta go to a home show? Besides, a dollar save is a dollar.* ] Attendees will learn they've been 'had,' and never return again – ever.

6) In comparison, free admission shows have the same exhibitors as paid admission shows. (Well, 'cept for Larry. He's with Denny now – pays less/ gets less. Farewell, Larry.)

But, why pay for something you can see or attend for free? Is a HVAC guy at one show different than a HVAC guy at another? A roofer? A window guy? Landscaper? Any trade?

(Actually, yes. They're different. Our exhibitors are smarter. Obviously, I also think 'Paid Admission' exhibitors are dumb ... and cheap.)

7) 'Paid' is easy to combat: The FREE Home Show at College of DuPage (our show) beat the liver outta Denny's paid admission show at No. Central (wait for it ... wait for it ...) **for "a buck."**

We paid NCC attendees \$1 for Discount Coupons they brought to The Home Show at C.O.D.

That's 'Paid Admission' The Home ShowS way – "We pay YOU to attend."

Geeze, that was fun. I still get a lil' chuckle outta that one . . . "chuckle." Guess I'm just a chuckle-head.

8) *Ripley's Believe It Or Not:* In the late-'80s (?), twas the late/great Reese Kennedy of P Run (the other 'paid' show in St Chaz) who predicted FREE ADMISSION was the next phase of traffic generation – to me, Lil' J. I was already producing "free" shows . . . since '86.

9) If you're a paid admission show exhibitor – paying less for a booth space than ya should / shifting the burden to the public, who shouldn't have ta pay nothin' / then, YOU'RE A CHEAP ASS.

(Oops, the turrets-laden Lil' J got his 'jerk' jacked-up again. That's me! Well, I is what I is.)

NOW ... my all-time fav, my undeniable fact of biz, my "got your 'Paid Admission' philosophy right here, buddy!!!" by the "bills" (...was gonna use another vowel, but 'I' better than 'a'), *here it tiz:*

10) I decided it's a dumb idea. That's right. The all-knowing, omniscient, been right all along – Lil' J – I say so – and, experience counts: 25 years / 150+ shows / all free ... can't be wrong.

Getting back to the "lummox" cognomen (I'm on the letter "c" in my Thesaurus), it's used to identify a person with whom I disagree. Some may say my statement's too bold / may say that's critical of a person's point of view / it's harsh / unfavorable / negative / stinging / derisive / abusive / ridicule . . . . . Ah, right.



From the desk of Lil' Johnny  
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