

READ FIRST

THE LIL' JOHNNY PAPERS

Why the Lil' J Papers?

After doing anything long enough, I'm inclined to tell people how much I know. It's a disease. Call it accumulated knowledge with a ton of opinion and a great deal of cutting truth.

This will produce retorts by those who think they know better. But, remember,

"Those who think they know everything are annoying to those of us who do."

Most people are pretty non-confrontational with respect to other shows and their promoters, a.k.a. the *Other Guys*. Therefore, I'm repeatedly restrained. If you ever get an edgy communique, it's because I squeaked one through.

These opinions are mine and mine alone. I await yours – I invite your opinions – I welcome anything you have to offer that fosters discourse; not just a series of (BLEEPS).

Who's the "I" ?

That would be me. John Neron, *'Director of All Things No One Else Wants To Say or Do.'* I also have a few nicknames that can be repeated in public, including:

- *Johnny Ica* (from my 17 years as Director of the Independent Contractors Association = ICA, for short).
- *Johnny Run* (from shooting pool/billiards). I don't shun the moniker since a "run" is a good thing in billiards.
- *Lil' Johnny* – the one I use here. Yes, the fabled *'Little Johnny'* notorious for saying "the nasty."

Why say "the nasty" ?

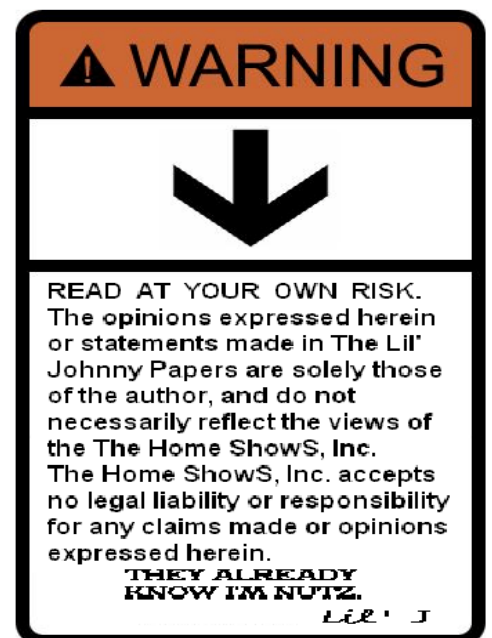
Well, *"Sometimes the dark side overcomes the better angels of our nature."* (Stolen from "Apocalypse Now" – they stole it from Lincoln.) That's the definition of being "politically correct." I'm not.

Here's a reason: Because you need to know as much as you possibly can about what's going on in this little microcosm of shows and expos that feeds so many people, creates jobs, generates business . . . and offers tons of *bullshj t*.

I've always believed when given facts and educated opinions from an experienced source, you'll do the right thing. If you do the right thing, you'll grow. You're business, your personal knowledge, and your life will become easier and more successful because knowledge truly is great power, when used intuitively and effectively.

A second reason is simply, I'm old and I just don't give a damn ... *Scarlet*. Being semi-retired, I've chosen this outlet to present my views about the home show industry, the construction industry, and the economy as a whole. It's MY opinion. Take it or leave it. I have some experience. Maybe you'll benefit. Maybe you won't.

Here's a third reason. You're a "reader." YOU are reading this, and a reader makes you a



thinker. The whole purpose of opining is to generate thought and discussion.

So, think on and talk it out with anyone that shares a common interest: other exhibitors, your sales staff, wife / significant other. You can also present these thoughts to the *Other Guys*. What would be the point of being irksome if I couldn't irk them?!

Given this premise, what would you like to read?

Should I lay out a bed of rose petals out for a deep, boring sleep? Or, speak my mind on issues we all think about? – worry over? – and need answers to? Should political correctness bump my opinions to the back of the business bus?

Some people think the things I say are “nasty.” Should I be quieted by them? After over 30 years of hanging with contractors, I doubt the words I publish will wilt any flowers or fellows.

What about your opinions? What about you, the reader? Do you want opinions? – or puffery? Censor my analysis and you're pretty much left to discover the path through the valley of death on your own — *watch your step!*

If you see the ‘home show’ terrain as treacherous as I see it, and seek a course that's less so, here be it. After over two decades of producing shows, I think a little guidance is a worthwhile investment of my time – *and the internet is a way too cool tool for the task.*

If, on the other hand, you really don't like strong statements – you don't like assertive beliefs – you don't like sharp-edged commentary, read no further. Click off.

None-the-less, you've been warned. Nothing is nicey-nice. I repeatedly assail the *Other Guys* (and others) for their flaws. Some severe. Some just poor management. Some, well, you tell me because I'm open to any explanation for the crazy things I've seen and heard. But please, no empty arguments that go no where and have no substance other than to silence me. As I said, I'm a little long in the tooth and don't much cotton to obstructionist fools.

So there's no misunderstanding, **I am biased**. Yet ‘biased’ doesn't mean ‘dishonest.’

I have my reasons for thinking and feeling the way I do. Most deal with the truth of things passed. Granted, it's *my* truth, but I know the causes and circumstances for believing as I do. I offer my thoughts to you with the veracity and vitriol of someone who's been there – who's still there. Whether or not you adopt my beliefs/thoughts/attitudes, they'll stay with you. Of that, I am certain.

This is our livelihoods: YOURS and OURS. Every time an exhibitor gets screwed, I feel it too. We all feel it. Think not? Then ask yourself, “Would I rather face legitimate competitors? – or, every trickster and jackal that crawls out of the woodwork?” In business, the odds are against you because there's many who'll take advantage of you every chance they get. The Lil' J Papers offer some answers on avoiding them. And, I'm perfectly comfortable offering these opinions to keep you out of the soup.

Besides . . . if you have only one insufferable friend, shouldn't it be Lil' Johnny?!

“*The Lil' Johnny Papers*” by John Neron

Send comments to: John@ChicagoHomeShow.Net

Regarding comments,

RELEASE:

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... by being there.