

# NEWS LETTER

n.p. james insurance agency



September 2007

## *Back in the saddle*

Summer is a time for family, friends, sunshine and relaxation. But Labor Day comes, like it or not, and re-focusing on business priorities and goals becomes necessary. With 25 years of service behind me, I want to offer some words of advice for the long haul. Advice both on risk (which is what I've been doing for these many years), as well as on partner relationships.

- ❖ Value your business partners (attorneys, accountants, insurance brokers, and all your professional vendors) for their commitment to you, and how much they add value to your operations and products.
- ❖ Don't ask those partners to join a "race to the bottom" by treating them like a commodity and constantly bidding out their services.

A "commodity" driven vendor has a different philosophy from a "service" driven vendor. Remember that when you are choosing!

- ❖ Use your partners to lighten your load by relying upon their expertise to complement your own.
- ❖ Aim as high in your expectations of your partners as your own clients do of you. Lowering your standards is very costly in the long run, we know.
- ❖ Be worthy of their trust and they will be worthy of yours.

- ❖ Keep your business risks and your liability risks in perspective. Long-term corporate health depends upon that. Take risks with your eyes open.
- ❖ And my favorite from Concord's H.D.Thoreau: "Beware of all enterprises that require new clothes."

## **"What Hath Babbage Wrought Dept."**

*The following items were published in Modern Data magazine between 1970 and 1973. Recently finding the clippings, I am excerpting some to show you how the more things change....*

**Gilding the Lily:** [sent in by T.R.Meier, Mitre Corp] Data General produces some fine little systems for which it writes great software. But the writing that gets into their advertising copy is something else. A recent ad for DG's new Nova 2 mini stated that it was "so inexpensive that it even looks good with a *quantity-one* [our italics] price tag of \$5,600." A foot-note to the ad stated: "Minimum order, five systems."

Included in the same ad was the line: "It [presumably, the \$5,600 "quantity-one" figure] buys 16,384 16-bit words of 1000-nanosecond memory. C'mon fellas, 1 microsecond even *sounds* better.

**Tragicomic:** We can all sleep better now that those super crook-catching computer networks we keep hearing about are on-line and tracking down evildoers. Take Eddie Allen, for instance. A Detroit sanitation worker for twenty years and the father of seven, Eddie had been living a crime-free life for 31 years. But thanks to the marvels of computer technology, the law finally caught up with Eddie. He's now being extradited to Alabama for stealing his grandmother's cow 32 years ago.

*An editor's note suggests readers write to Gov. George C. Wallace, State Capitol, Montgomery, Alabama to plea for special consideration with a final note: "People, not computers, are responsible for people."*

*Remember, these were from the early 1970's*

\*\*\*\*\* *IN THIS ISSUE* \*\*\*\*\*

**“What Hath Babbage Wrought Dept.”**

*A regular column appearing in Modern Data magazine between 1970 and 1973, readers would send in amusing issues involving computers. I hope you are entertained by this brief trip down memory lane.*

*The more things change.....*

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978-369-2771

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