

**Jon Hersey – Industrial Spy**

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### Preface

2005 was the year of Hurricane Katrina, more worldwide terrorist attacks, White Sox breaking the drought to win the world series, more coalition soldiers dying in Afghanistan, Lance Armstrong winning his record setting 7th Tour de France, more soldiers dying in Iraq, and record setting 27th hurricane ... Zeta.

Tropical storm Zeta began December 29, 2005 and forecasted to dissipate in a few days. Like the record setting, unpredictable 2005 hurricane season, Zeta strengthened to a category four hurricane. Although never striking land, Zeta disrupted all the major Atlantic shipping lanes and sank five cargo ships. The crew of one ship, the Largetic - carrying cargo from the Mediterranean, was rescued before it sank off the coast of South Carolina. In a routine check of ID's it was discovered three of the twelve crew members were on the terror watch list.

Zeta's record setting eight day existence was never reported by the American news channels. It's shipping lane disruption, it's sinking of five ships, and it's impact on the economy silently slipped into the Atlantic without a mention on the news ... no "film at eleven".

2006 was the first year of Zeta Consulting Group - a company whose public mission statement is "Fixing a way to success" - And - who's private mission is "Disrupting bad business practices".

## **Another Good Day ... Almost**

Jon Hersey left the meeting knowing his boss' objectives were satisfied - the final price was under budget, the contract was extended an extra year, and a long term relationship maintained. Feeling good about his negotiating success Jon decides a celebratory local brew is the reward du jour - to be followed by a run through the Lido district of Charlotte. Running is cherished private time for thinking, planning, and problem solving - and, time to tryout those new "accelerating spring" running shoes.

Jon, a private man by nature (and necessity), finds being alone in a crowded pub ... ironically uncomfortable. The Thor's Ale is smooth and flavorful. To avoid the attention given to guzzlers, Jon has to deliberately pace his beer while the crowd closes in ... twelve ounces ... twelve to eighteen minutes ...

The new shoes are like running on a cloud. After ten minutes, Jon's mind usually begins the logical progression of separating critical thoughts from nonsense. But ... the next assignment is in the town where his soul-mate lost her 426 day battle with pancreatic cancer - 94 days ago. There has been little, if any, separating-of-thoughts the past six months after Jon and Alissa found out the chemo regimen was not working. The short two months of travel, theatre, art, and holding hands had been the time of their lives. Alissa's request to rest a few days turned into 28 days of home movies, laughing at photographs, cooking experiments, and one food fight.

Room service, hot shower, red wine mini bottle, and six hours of channel surfing does little to calm his mind. Two hours of sleep in the past two days is brought to an abrupt end by his alarm clock and a wake-up call a minute later. Three hours later the airplane is approaching the Tulsa International Airport.

As scheduled, Jon is in Tulsa on a Friday. His public job and his private job take place in the same city for the first time since he started the second job 79 days ago.

## **DENVER TO DALLAS**

While waiting for a flight to Dallas and wanting some relief from the agony of Alissa's death, he starts a conversation with Daryl Alexander - a business consultant. Daryl's pleasant nature and job enthusiasm makes Jon envious for the excitement of a fun, fresh occupation. They exchange biz stories and a few laughs until Daryl's zone (one) is called to board. Seventeen minutes later the last zone is announced. Jon collects his carry-on, presents the boarding pass, and walks down the jet-way. Daryl makes an effort to catch Jon's attention to say "see you in Dallas". Near the end of the 92 minute flight, Daryl strolls back to row 31 seat E to invite Jon for a beer in the Dallas airport.

Daryl, on his cell phone, is waiting for Jon at the top of the jet-way ... "yah I know, it seems quick ... Just do the check ... It's time to take this project off hold ... It's going to work out ... I know, just do the check, gotta go, bye". In one second, Daryl ends the call, stows the phone, touches Jon's shoulder, then points the way to the pub.

They talk for three beers: - biz, previous jobs, sports, headlines, cars, bow hunting, back packing, but not family. Daryl checks the time - "gotta go" - grabs his computer bag - shakes Jon's hand - takes off through the concourse and is gone in 10 seconds. Jon surprised by the speed of Daryl's departure realizes how "normal" he feels. Walking toward the baggage claim, Jon thinks he sees Daryl boarding another plane.

### **Tulsa ... The Return**

A quick taxi ride takes Jon by the Tulsa offices occupied by the prospective client, then drops him at the new Best Western in the nearby retail development. Checked in, unpacked, and hungry - next stop, Chick's OK Grille. The waitress recommended Tulsa Chicken Pie was tasty, unique, and filling.

Spent most of the afternoon in the hotel room reviewing the files on Grindell Injectors Inc. Grindell is a third generation company manufacturing auto fuel injectors. Their claim-to-fame is customer service, quick delivery, and a quality design. "A", one, single design is their problem. Grindell rapidly needs an engineering department expansion, updated production machinery, training programs, building expansion, and ... money!

Grindell will receive the standard three day presentation and negotiation. The presentation process took two years of department meetings to complete and another three months for Jon to develop his unauthorized detours.

Spent balance of afternoon memorizing the Tulsa street map for the evening run by Injector One Industries - the target of the private job; and, major competitor of Grindell Injectors Inc.

### **DALLAS TO FIRST CLASS**

The warm dry Tulsa air felt good. The thin wispy clouds reflecting the sunset reminded Jon of the early evening flight through Dallas four days after meeting Daryl.

Stepping out of the jet-way, Jon sees his new friend Daryl Alexander sitting in the waiting area. Daryl has his phone in his lap and a thin cord dangles from his right

ear - "the check was good? ... Good! ... Please stop harassing me about the time, it is going to be fine ... Then I'll terminate the - agreement ... Gotta go, bye". Again, Jon is surprised by the speed at which Daryl ends the call, and packs the phone. Daryl looks up from the motionless shoes in front of him, recognizes the angel pin on the computer bag, and smiles when his eyes meet Jon's. They shake hands and Daryl offers to buy another round at the pub across the concourse.

- "what brings you to the Dallas airport?"
- "just finished renewing a contract with our oldest client"
- "I am recruiting my company's newest - consultant"
- "how is that going?"
- "really well at the moment"

Jon had thought a lot about their meeting four days ago and Daryl's enthusiasm for his work. The current job was OK, but a change might help him set aside the pain of losing Alissa and focus more on the great life they had together.

- "what's the name of your employer again?"

- "Zeta Consulting – is named after the cyclone that would not die. Hurricane Zeta was a powerful record setting cyclone that no one remembers - it was the 27th storm in the extended 2005 hurricane season. It never hit land, but it closed or altered most of the Atlantic ship lanes. Zeta disrupted a lot of commerce in its extended, under-the-radar existence. That's what we do - we disrupt bad business practices. ... Oh ... A little know fact - much like the hurricane - the Coast Guard rescued a ship's crew which had three members on the terror watch list."

- "So ... You work for a company that no one's ever heard of, that causes a lot of disruption, and rescues terrorists?"
- "two out of three - not bad for a bow hunting, almost Navy Seal, back-packer from atmosphere deprived Denver."

Had Jon told Daryl about his Navy Seal mis-adventure? Maybe? There has been a lot of "bromance" the past four days.

Over the hum of 20 pub conversations, Jon can barely hear the announcement that flight 348 to Denver is now boarding zone one. Daryl says, "that's us, you can get on with me, they won't say anything."

Jon presents his boarding pass. The pass reader begins its alert cycle and prints out a new seat assignment slip. Jon has been moved to first class and it's not a bulkhead seat - double bonus! His boss must be really happy with the last negotiation. Jon is "awakened" from his moment of joy by a pat on the back from Daryl.

- "you must not fly first class often."
- "this is only the second time my company has ponied-up for a first class ticket. Last time I landed my first 250 million deal."
- "about that ... "

### **Tulsa ... The Return + "One"**

Lacing up the new accelerating spring running shoes, Jon is anxious to start this run - actually it's always the first run for his private job that excites him. The course he mapped out earlier will give him three passes by Injector One Industries. Jon puts on the reversible orange glow-in-the-dark runners vest as he exits the Best Western. Eight minutes later he is running past the east side of Injector One's building. Jon's mind starts "running": - one large room on corner with 16 cubicles, no one working in that room, clock says 7:10, janitor vacuuming hallway (probably two more in Break-room), two of six smaller offices occupied by staff (it's Friday, must be career building or Peter's principle), double lobby doors (keep the hot air out), controlled access door on each side of receptionist's desk, only two chairs in lobby (not many visitors), another janitor in large office at the other corner, lots of blinds on these windows (the boss), two cars in reserved parking lot (belong to career builders, new SUV of Jed Boyington, small German coupe of Denise Dallor), 25 marked parking stalls (16 cubicles, 6 middle management, one receptionist, one boss, one visitor), private entrance door by boss' office, and several lights burned out on Injector One sign (lit part reads In or One).

Jon's mind starts separating the facts from this afternoon's Zeta file and nonsense gathered so far during the run: - Injector One suspected of selling military grade titanium injectors to Iran, - the production of Humvee's is being held up by a shortage of injectors, - the titanium supply is alleged to be far more than the units shipped for Humvee production plus scrap sold to local recycler, - CEO Ian Breck travels frequently to Greece, Turkey, and Egypt.

Jon turns right at the corner, runs a few blocks, then reverses the vest. Twenty seven minutes later, Jon runs by the south side of the Injector One building: - 35 parking stalls, - two spaces by the employee entrance marked for the shift manger, - poorly lit parking area, - three dock doors with two occupied by freight trailers and one with eight smokers, - an open top train car partially filled with scrap metal is alongside the far end of the dock, - the rail spur behind the train car is lit by light spilling through an open door, - a forklift, behind the smokers, is loading palletized material onto a shrink wrap machine, - past the forklift are 7 to 9 CNC lathes.

After a couple turns, Jon stops long enough to fold and store the reversible vest in a zippered vest pocket, then turns the green side of his tee shirt out.

Twenty two minutes later he has returned for his third pass. The north side of Injector One's site is dark. A single light of eight is working. No security cameras are observed. Bonus! ... there is easy access down the rail spur on the west side. Inching up to the open door behind the rail car, Jon finds the phone junction box, the gas line, and can hear the high speed ramp-up and ramp-down of the CNC lathes. Peeking along the bottom corner reveals that the CNC lathes total about 35 and the open door is only ten feet away from pallet racking that could be used for "cover".

Jon returns to the street then begins running back toward the hotel. While running he reverses his tee shirt and puts the vest's orange side out. Approaching the hotel, he can see the overstuffed lobby chairs that remind him of the first class seats on the Dallas to Denver "recruiting" flight.

### **DALLAS TO DENVER**

Jon has the window seat and Daryl the aisle seat. Both grab a couple file folders before placing their computer bags in the overhead. The flight attendant returns with their drinks. Daryl's folders have the Zeta Consulting Group logo ... Jon has no logo on his mass produced plain manila folders. Jon is almost certain he saw the letters JH on the bottom folder before Daryl placed them in the seat pocket.

Jon's sixth sense is tingling - several happenstance meetings, and beers, with a new friend, - first class upgrade next to new friend, - the folder with JH, - did Daryl say he arranged the upgrade, ... Jon's mind begins separating the critical from the nonsense.

At 10,000 feet the flight attendant announces the personal use of electronic devices has been approved by the pilot. The "entertainment portion of the flight" is Daryl's queue - most of the passengers will be in their own e-cocoon.

- "Jon, I arranged our first couple meetings to get to know you, and this first class upgrade to see if you might be interested in a new job. We, Zeta, have been interested in you for 28 months and put your 'recruiting' on hold so you could focus on Alissa".

- "How do you know about Alissa? Why is Zeta interested in me?"

- "I have two files for you to review - one about Zeta, - the other explains ... why you. If after you read these two files, you are not interested, you can decline and never hear from Zeta again."

- "How do you know about Alissa?"

- "Jon ... it's all in the files. Please trust me. The files explain everything".

## Tulsa - Day Two of "One"

Saturday - its more Injector One surveillance. Jon rents a car at the Best Western counter - mid-sized, white, Buick, plain ... Forgettable.

9:11 AM - yard maintenance crew loading their equipment, about ready to leave. No cars in office parking area. Two pickups in the employee lot. Only one commercial freight trailer at dock - Tulsa Southern Express. Same rail car. Door behind rail car closed. A forklift backs out of the trailer. (to himself) "Wonder if this is an illegal shipment? - is that Ian Breck with the paperwork? - Ian drives a pickup!?"

A Tulsa Southern Express semi tractor, without trailer, passes Jon going the other direction. Jon turns right to drive around the block. Now parked about 100 yards away the license plates are readable through the Nikon telephoto lens: - newer White Ford F150 plate is UW2 57X and a license frame with "2Phast4U", - the older blue Dodge 3/4 ton is TK5 84F, - and the tractor plate is CO F276A6. The tractor backs under the trailer, hooks up the hoses, retracts the front wheels, and secures the coupling safety pin. Ian closes the dock area gate behind the departing semi. Jon takes a couple pictures of the two men - certain that Ian is one, the other can be found by Peter Stone's forensic guy. As the trailer pulls away a couple snapshots of the plate shows CO 354801. Jon opens the backpack, removes the GPS unit, programs in Tulsa Southern Express, and attaches the receiver to the windshield.

Arriving before the semi, Jon is able to witness the trailer, # CO 354801, dutifully follow the tractor into the Tulsa Southern Express lot. The semi rig pulls over to the side, stops, the driver exits the cab, and walks over to a new pickup truck with temporary paper license. The driver pulls just outside the gate, stops, closes and locks the gates, then drives off. Jon wonders if the driver is part of the scheme.

A small detour by the cancer center before returning to the Best Western. He would send the photos to Peter later.

## DALLAS TO DENVER ... with Zeta

Daryl hands Jon the first folder labeled "Zeta Mission". Jon pauses for a moment then takes the folder. Jon opens the folder to find a single sheet of paper .....

### **Zeta Consulting Group**

**Mission:** Through the use of clandestine methods we shall bring about the disruption of American companies involved in illegal anti-American activities.



Target companies, government, and legal organizations shall not know of our existence and activities.

**Scope:** Targeted companies shall be located on American soil. Companies suspected of, and / or involved, in anti-American activities shall be targeted.

**Responsibilities:**

1. Board shall be responsible for approving and recruiting personnel.
2. Board shall maintain a priority list of target and suspect companies.
3. Board shall authorize personnel assigned to analyze target companies.
4. Board shall keep all records and activities confidential
5. Personnel shall have final disruption plans approved by board.
6. Personnel shall not recruit or solicit outside personnel or services in the execution of disruption plans.
7. Personnel shall keep all records and activities confidential.

**Funding:** Funding shall be by anonymous donations only.

*Peter Stone 1-26-06*

Jon closed Zeta folder one, then stared out the window for ... for-ever. His mind was racing ... an organization like this really exists? ... why were they interested in him? ... what does disruption mean? ... who is on the board of an organization like this? ... how do they know about Alissa? ... anonymous donations? ... how does he know Peter Stone? ... who? ... where? ... why? ... when?

Daryl's experience told him to let the recruit deliberate at the recruit's pace.

Jon did not hear the pilot announce the upcoming turbulence, but was shaken from his thoughts by violent jostling of the plane. Jon turned to Daryl, but before he could ask his first question Daryl interjected, "I will be available as long as you need me and will answer ALL your questions ... in Denver. Let's trade folders. This folder will explain a few things".

Jon opened the second folder. Like the first folder it contained one page.

## Zeta Consulting Group

Recruit: Jon Hersey (no middle name or initial)  
341 South Aspen Drive  
Empire, CO 78432

Age: 29      Single (see below) - no children      6'1"      192 lbs

Current employer: Biz Planners LLC  
6932 Orchard Plaza  
Boca Raton, FL 23758

Employer Notes: - Biz Planners analyzes growing companies looking for opportunities to improve client's net income. Biz Planners offers funding at below prime and consulting services at negotiated contract rates. Revenue sources are: - fee for service, - percentage of future client revenues or gross margins, - percentage of ownership, - interest on loans.

Recruit Job Function: On-site analysis of potential clients. Reviews: - potential client's status, potential for product growth, operating and accounting systems, and stability plus quality of management. Analysis takes about three weeks to compile. Contract presentation and negotiations take about three days. Analyst manages a team of three, but is the only client contact. Note: Jon is highly successful.

Experience and other conclusions:

1. Nearly completed Navy Seal training. Suspended on final day of training after call from spouse regarding cancer (first diagnosis). Jon was granted three day leave, then family emergency leave. (NOTE: - Jon and Alissa are without other immediate family member to assist with treatment demands. Jon's parents died in a tour bus accident. Younger brother, Matthew, (age 11) killed by hit and run driver while running from bully. Alissa is an only child. Her parents died from asphyxiation - gas vent covered during a routine roof repair).
2. Attended University of Colorado. Graduated with Bachelor's of Science in Business within three years. Acquired MBA 18 months later. Top 3% of class.
3. Has demonstrated a unique ability to find relationships between odd business facts which makes him highly successful at finding the changes that improve Biz Planner clients. This talent will be extremely useful in analyzing target companies.
4. Has progressed up the Biz Planners organization rapidly. Four promotions since Navel discharge.
5. Peter Stone met Jon during a presentation at Arc Systems. Very impressed with ability to assemble new data and determine its importance to the proposal.
6. Jon quickly responds to new problems in a thoughtful professional manner. He has a quick mind.
7. Recruiting terminated - temporarily - Jon focused on spouse's cancer treatment (second diagnosis).

Conclusion: Jon's business abilities would be extremely useful to ZCG. Seal training has given him ability to handle covert operations. Recommendation is recruit. File: 12-3567RR JH

Jon is overwhelmed - and impressed - with the accuracy of data and by the implications of a single sheet of paper. The discomfort of the Zeta "page" is soothed, to a degree, by the ego feeding "JH page" ... And, yet he is surprisingly uneasy .... Jon's mind goes into automatic analyzing mode - critical facts: - clandestine, - illegal anti-American companies, - disruption, - analysis, - Seal training, - unique skills .... Jon's mind begins reviewing the possibilities of what is not in those two pages: - disruption not destruction, - clandestine (without weapons) + analysis, - illegal anti-American not just anti-American ....

The flight attendant announces it's time to turn-off all electronic devices (the entertainment portion of the flight is over). Jon turns to Daryl, returns the JH file, and gives Daryl a single nod - the kind of single cautious nod you give to a new acquaintance.

Daryl - feeling good about the recruiting process up to now - feels a small twinge and for the first time has doubt about Jon's recruitment.

### **Tulsa - Day Three of "One"**

It's Sunday in the bible belt and not a single car in the entire industrial park but Jon's white rental. Parking a block away behind some shrubs should keep the car out of sight. Yesterday, when Jon saw Ian he determined there were no security cameras to record Ian's secret shipments. From Friday's first pass, Jon could see the little magnetic alarm switches on the doors. Cutting the phone lines might alert Ian. Induction overload is a method of putting more signal on the lines than they can handle, preventing the passing of phone frequencies. The equipment needed for induction overload is a small signal generator, induction snap coils, and two 6 volt cube batteries - all stuff that will fit in a back pack.

With the induction process set-up, Jon has about three hours of alarm system "silence". To his astonishment the rail door opens about four inches providing access to the padlock. Two minutes later Jon is closing the door behind him and starts the stealth portion of this ... disruption.

Another lock to pick at Ian's office. The blinds are closed. The safe is a simple double cylinder rotary combination mechanism. One stethoscope, two attempts, and three numbers later the safe is open revealing a single old fashion lined ledger book sitting on one of eight shelves. The ledger book is full of numbers and what appears to be randomized letters. Jon takes pictures of the ledger pages - code breaking is the job of the forensics guy. Jon surveys the desk, credenza, two bookcases, and the medicine cabinet in the private bath. He checks the desk, chairs, flower pots, walls, ceiling, and floor for secret compartments. Three personal photos were hung behind the desk, two store

bought pictures on the side walls, and a well crafted inspirational poster / picture with the saying - Be The Bridge, problems become opportunity when the right people join together - was opposite the desk ... The personal photos on the wall and the two under the desktop glass had something in common, Jon could feel it - it just was not obvious. Jon took three shots of each photo. Jon checks the back of all the pictures and photographs; and, found the safe combination on the back of the inspirational poster.

On the walk back to the rail access door Jon notices several clues that Injector One has money problems [probably because Ian is taking every spare dime out of the company]: - the carpets are very dirty, - the clock still reads 7:10, - offices have mismatched side chairs, - mismatched lunchroom furniture is being held together by duct tape and bubble gum, - and the lunchroom sink drips frequently.

The padlock is re-latched, the rail door is closed those four generous inches, and the induction overload equipment is returned to the backpack.

Another detour by the cancer center ... Parked across the street for about 10 minutes, again ... Can't quite get enough courage to visit the fine people that cared for Alissa.

## **DENVER TO EMPIRE**

Jon and Daryl exit the plane together, but walk down the concourse separately. Jon wanting some personal time and space ... Daryl wanting to avoid being recorded on the airport video system - with Jon.

The long-ish walk down the concourse gives Jon some valuable thinking time. At the transportation curb Jon boards the Rocky Mountain Rental Car's courtesy mini-bus - followed by Daryl. They sit on opposite sides of the bus.

Terri, the courtesy bus driver, stops in front of Jon's Jeep Grand Cherokee. She gives Jon a big smile and says, "good to have you back in Colorado". Jon grabs his bags, gives Terri a five dollar tip, exits the bus, then starts the "where did I put my keys" ritual. He can hear Terri laughing as the bus door closes. Terri drives Daryl and four other passengers to the rental counter.

The keys are found in the pocket next to the small Angel Pin flap of his computer bag. Jon stares at the pin for a few seconds, smiles, unlocks the Jeep, starts the engine, then stows his bags in the back. Looking into the rental counter he sees Daryl is last in line. The Jeep is ready, but Jon is not; - he is toying with the idea of leaving Daryl at the rental counter. As always, when his mind goes a little devious, the voice of "his" Angel enters his mind ... "Be good!". Jon drives the Jeep under the canopy then enters to pay for his regular parking spot. Terri is now sitting at the desk where parking fees are paid ....

- "found your keys again, I see."
- "yes, I've got to start storing them in the same place."
- "leave them with us next time."
- "I'd miss your laughter when you drop me off."
- "me too !"
- "see you Monday morning."

Daryl is now one away from the rental counter. Jon walks up to Daryl ...

- "we sat by each other on the plane? Didn't you say you were going to Empire?"
- "yes, I am visiting a friend in Empire this weekend."
- "are you sure your friend is home?"
- "he is driving home and should be there about the time I find Empire."
- "I have to be back to the airport early Monday morning, and can bring you back. Empire is a small town, so I can drop you off at your friend's house, and I wouldn't mind the company on the long drive home, and back."
- "that works for me."
- "let's get your bags, I am parked by the front door, it's the Jeep ...."
- "really appreciate this, thanks."

It's a few minutes before Daryl decides to break the silence, "if you need groceries, stop by a store so I can buy us a few good meals - I am a pretty good cook."

- "not to worry. The retired couple down the road watches our place and stocks the fridge on Thursdays. So you can cook? - what kind of food?"
- "Italian and Greek."
- "Alexander - your heritage - English?"
- "English, yes. My mother was a Home Ec teacher in a town full of Italian, Greek, and Slavic miners."

Jon decided to get to the point of this meeting, "tell me about your Zeta involvement."

Daryl did not waste any time and began his Zeta story: - second employee, - longtime friend of Peter Stone, - recruiter mostly, - his belief in Peter's cause, - if you join you will be my 7th recruit, - some disruption assignments, - a water purification company where the owner was sending profits to his brother in North Korean government, - his favorite assignment was the raft manufacturer selling bullet proof rafts to Somalia, - still using his bullet proof raft for fishing, ...

Jon felt like they were having beers in the Dallas concourse - Daryl the story teller completely at ease, pausing for effect, occasional slight embellishment, using the right words, and sequencing the main points for a climatic ending. Jon

had not enjoyed listening to anyone this much ... Except for Alissa ... (to himself)  
- "I really miss you, Alissa."

Daryl had talked about Zeta the entire distance from just outside the rental car lot to the gravel road leading to Jon's home. Five minutes later they pull into the driveway of Jon and Alissa Hersey according to the sign next to the mailbox. Jon pushes three buttons on the overhead console: - the garage opened, - the path between the garage and house was lit, - and the lights in the mud room came on.

Each man gathers his bags. Walking along the path Jon separates his keys so the house key is ready. When the door is unlocked the garage door closes and the path lights turn off. The guest room is just down the hallway from the mud room and next to the guest bath. Jon does the host thing: - light switches, - towels, - closet, - hangers, - directions to kitchen, - alarm clock, - "meet you in the kitchen in about 15 minutes."

The fine aroma of good food drifts down the hallway. Daryl made himself at home - pots, spices, plates, carving chicken, stir frying vegetables, ....

### **Tulsa - Day Four of "One" with Grindell**

The Biz Planners presentation started at 10:00 AM on-the-dot. Fred Goldman, President and COO, was punctual - a quality his father-in-law, Harold P. Grindell Jr, admired. Present were Harold (CEO), Fred (president, COO, son-in-law, and instigator of this meeting), Tony (engineering VP), Sam (CFO, Samantha), and Jon.

Jon started out with the history of Grindell Injectors Inc - auto part manufacturer started with Ford supplying the short gravity fuel line, - moved to machined parts when solder was replaced by screw couplings, - and it's first international order to Saab for brake lines, fuel lines, and injectors. The Saab order put Grindell on the automobile parts quality map.

Harold Sr liked the whirl of automated machinery and the fact they never called in sick. Harold Sr spent weeks figuring out the best design for "the stick" fuel injector. Seven injector bodies for the various auto manufacturers with "the stick" core. The days of Harold Sr's uni-design core are fading fast - new engine designs required better designs for improved power, alternate fuels, and high mileage. Harold Junior benefitted from a good economy with car owners buying every three to four years - so many car models that enough factories annually purchased more and more Stick injectors. The economy got goofy and car manufacturers scaled back on models and production capacity just as Fred Goldman was promoted by the board to COO. After 20 months on the job, Fred convinced the board to approve the meeting and potential deal with Biz Planners.

One of Jon's detours from the presentation was a two hour lunch break on Jon's nickel. It was amazing what secrets would be discussed in Jon's presence that would never come-up during the "formal" presentation: - Ford our first customer was threatening to drop the Stick, - negotiations with Fiat are dragging on, - the "antique" automated lathes are slow making cost reduction difficult, - and Saab's tenure is iffy.

Ten minutes before 1:00 PM Fred's assistant calls the meeting members so the presentation can stay on schedule. Session two reviewed the current status of Grindell. Loaded with lunch tidbits, Jon held everyone's attention by blending the thoughts and facts he overheard at lunch with his prepared material. The perception of Jon's secret knowledge and optimistic presentation style created an atmosphere of confidence and openness. The last two hours discussion was very lively. Jon ended session two at 3:00 PM on-the-dot ... When in Rome ... "we will pick-up this discussion tomorrow at 9:00 AM.

Jon takes his detour #2 - passes out business cards with his cell number hand written on back. Always good for a late night confidential call or two. Fred is the last one to leave the room. Jon asks how things are going (meaning with the presentation), but the question was misinterpreted by Fred -

- "honestly we are struggling. We do not have enough engineering staff to design the five injector types our customers want. If we had the staff our production equipment does not have the capacity to make enough units. Our funds are stretched nearly to the limit. I am thinking of scaling back to a point where we can at least break-even."

- "hopefully, Biz Planners can help out. Let's see how tomorrow goes. By the way, do you have the latest financials for me?"

Jon starts the day two presentation at 9:00 AM, on-the-dot. The financial statements review session, usually held in the afternoon of day two, was good for putting someone to sleep. Jon's detour #3, move financial review session to the morning. The detoured session went well, everyone was prepared with their expense details, and were well versed on the company financials.

Lunch break was again two hours but each participant was on their own. Jon had a sandwich brought in and sequestered himself in the conference room to put "the list" together. The list of essential improvements - the action items that were designed to save Grindell Injector Company. Jon's version of "the list" included a couple throw-away items sprinkled in the listing to get the discussion moving (detour #4). The draft version which is used to begin the discussion was ready about 30 minutes before the next session.

## Grindell Injector Company - List for the Future

1. Increase revenue to double in size over five years.
  - A. Expand Sales Department
  - B. Secure all current contracts
  - C. Estimated cost of expansion \$1.7M
2. Expand production capacity
  - A. 280,000 sq ft addition to north end of facility
  - B. Purchase 52 new CNC Machining Centers
  - C. Organize machinery by product types
  - D. Estimated costs of expansion \$62.4M
3. Expand Engineering Department
  - A. New design center on vacant lot on Cypress Drive
  - B. Lab, testing center with equipment, machining center, new computer system
  - C. Hire through Biz Planners recruiting services
  - D. Nine design engineers, two manufacturing engineers, one lab technician
  - E. Estimated cost \$17.9M
4. Remodel office areas
  - A. Re-organize by product teams
  - B. Add skylights open up office areas, eliminate offices
  - C. New cubicle furniture
  - D. Estimated cost \$2.2M
5. Expand inventory management
  - A. Purchase new portable mini-cranes
  - B. Purchase new auto feed systems for new CNC and old automatic centers
  - C. Rebuild overhead crane system in existing building
  - D. Design rail car unloading system
  - E. Estimated cost \$7.7M
6. Company airplane and Limousine service
  - A. Lear jet for executive and sales department use
  - B. Local limo service for executives and visiting customers
  - C. Estimated cost \$35M
7. Training and customer center
  - A. 8,000 square foot expansion on east side of offices
  - B. Employee classrooms and customer presentation areas
  - C. Staff
  - D. Estimated cost \$12.6M
8. X?

The cooperation of the Gridell team made "the list" completion easy. Thirty minutes to spare, Jon decided to see what the forensics guy had discovered - logs in to [zcg.com](http://zcg.com) - enters his password "Da37-)jS2" - enters the case number



"12oNeH3" - enters childhood pet's name "Spot". Ten seconds later he is ready to read the report.

*Jon:*

*Ledger book still in cryptography. A key code would dramatically speed up analysis.*

*Truck plates are registered to Ian Breck and Charles Johnson. Paper car plates are not registered in OK, third person cannot be found through temp plates.*

*Pictures are of Tulsa mayor, county commissioner, Oklahoma's governor's son, his church pastor, and two unknowns.*

*Forensics ZCG*

Jon closes the scrambled link with the ESC key (each time he laughs to himself that someone wrote a super secret program that you pressed the escape key to exit). He is stuck on the report phrase "and two unknowns." Where could he have seen those two faces? - Best Western lobby? - flight to Tulsa? - the restaurant? - cancer center? - Grindell tour? - Injector One? ... That's it, one was the forklift driver, Saturday, at Injector One's dock; and, the other, the truck driver from Saturday. The Zeta file on Injector One indicated Ian grew-up and graduated from Kennedy High School. Maybe these two are high school friends. They have to be someone he can trust with his secret. It's going to be a night at the library.

The fourth session started a couple minutes late waiting on Fred and Harold Jr. Both apologized for wasting the team's time. Jon quickly displayed "the list". Jon spends the next 45 minutes going over the detail that is missing from the list. Upon completion, several members of the team, in choir like form, said item four and six were not necessary - both send the wrong signals to customers and do not add value to the products and service. Pleased with direction of the team, Jon begins the validation and budgeting portion of his session four.

Three hours of uninterrupted number crunching always drains Jon. But, he is extremely pleased with the results. Fred stayed in his chair staring at the expansion budget, then closed the door after the last person left.

- "I cannot see how we are going to pay for this expansion. The funds to pull this off are two to three years gross revenues. It's too much to saddle this company with. Our gross margins would have to increase by 50%."

- "I will present several options tomorrow which make this project achievable. Please spend a little time to determine under what conditions you would move forward with the proposal."

- "I can do that."

Hunger pains satisfied by the Tulsa Chicken Pie. The location of the library programmed into GPS unit. The car filled with gas ... Library next stop.

The Librarian gets Jon setup on a terminal compatible with the recent electronic conversation of local year books. "Ian Breck" entered into the search function. Five search results reported.

Result 1 - picture of Ian Breck with Charles Johnson after a hunting trip. The caption reads "Record deer shot near Marlow in Grady county".

Result 2 - picture of Ian with other members of Future Business Leaders club

Result 3 - Ian's class picture

Result 4 - list of honor roll students

Result 5 - picture of Ian and Andy Toliver in motocross gear holding a first place trophy from the Oklahoma Ornerly Oval. Adjacent is a picture of Ian and Andy riding off. (Is that the same license number on the frame "2PHAST4U")?

Charles is the forklift driver and Andy is the Tulsa Southern Express driver.

Jon returns to the Best Western to finalize the plan that corners Ian, Charles, and Andy.

## **EMPIRE TO ZETA**

Good food, good company, ... Good night ... Jon's first full night's sleep in months ... And, the thrill of a possible new job.

Last night's long-ish walk through the concourse was the time Jon needed to work through the critical and nonsense. Critical: - saving lives of soldiers by disrupting companies helping the enemy, - and saving jobs of innocent people controlled by corporate "bullies" (like the greedy CEO that knowingly cut corners on the brake master cylinders used on tour busses like the one his parents died in).

Matthew's death was the beginning of his ambition to protect the innocent. He could not save his brother, his parents, Alissa, or Alissa's parents - all of which left a big lonely hole in his heart. This opportunity feels right ... He can save the lives of other innocent people.

Now, how to tell Daryl.

Almost breaking out in song while showering - humming during shaving - the smell of coffee filling the house. Finally, another good, crisp, cool Rocky Mountain morning. Jon gathers up two pair of gloves, two autumn jackets, and

two sock hats. Arriving at the kitchen, he pulls out a table chair to hold the jackets and stuff. Daryl begins breakfast as Jon sits with a cup of coffee.

- "we going somewhere cold?"  
- "thought I might take you for a hike to my favorite place on earth."  
- "what do you want in your omelet?"  
- "ham, cheese, peppers. Tell me about the raft manufacturer."  
- "American and NATO ships were, still are, just less frequently, being hijacked off the coast of Somalia and the crews held for ransom. Omega Boats manufactures military grade - bullet proof - well actually bullet resistant - rubber rafts that scoot across the water at high speed. The boats are similar to the Zodiacs used during your Seal training. They were marking the shipping crates and documents as water storage bladders. They had United Nations markings on the crates and everything looked official. We could have leaked the discovery to State Department, Coast Guard, NCIS - pick your agency; But, the Navy and Marines would be without their much needed boats and 152 people would have lost their jobs. I befriended the president, who after three weeks gave me a raft for fishing - can you imagine? ... - anyway - he just sent me one out of eight from a shipment to Somalia - the UN markings were painted over and the address was blacked out. Peter Stone arranged for a forensic specialist to "reveal" the actual images under the crate blackouts. I slipped into the freight carrier's building dressed as an employee, marked the crates with some graffiti, attached some RFID tags, and took some photos with the freight carriers name in the background. Peter sends a hired forensics specialist to Somalia to photograph the crates with my graffiti and read the RFID tags. Now we have the evidence to leverage the President / Owner: - my boat in a crate marked as a water storage bladder, pictures of my graffiti and RFID tags at the freight carrier, - photos of graffiti and RFID tags on seven crates with sunny Somalia in the background, and readings from the RFID tags. I present the evidence to the owner and convince him to sell the company to the employees, return the money he personally received from the Somalia deal, fire the three other employees involved, and retire. The owner was presented with a copy of the evidence and the knowledge that two copies and the originals are waiting for him to screw-up ... and, I got to keep the boat."

Daryl serves breakfast. Jon finishes his first bite and says, "super secret agent and you can cook. You are going to make some girl a nice "wife"."

Thermometer shows 36 degrees and from his research Daryl knows the elevation is 8500 feet - "cold, thin air with a hike - not a good combination."

45 minutes later they arrive at a bluff with a view that must go on for 100 miles. Jon spends a few minutes taking-in the view, then begins ...

- "this is where I first met Alissa. I proposed to Alissa here. She teased me, claiming she could not say no in front of God. This was the location of our

honeymoon camping trip. We decided to buy the house property here. And ... .. this is where she gave me the Angel pin. The one on my computer bag. The pin she claims would hold her soul so she could be with me after her death. Everything good in my life started here ... I want to join Zeta Consulting Group - I want to help - BUT - I want the pay for my "disruption activities" to be anonymously donated to the cancer treatment center in Tulsa."  
- "Done!"

### **Tulsa - Grindell Finals**

Jon's final detour was breakfast before the final session - the session he affectionately called "the finals" because this was THE TEST of all his efforts. Like the lunch after session one he hoped for some clues from the team on this deal's direction. Fred was in the adjacent seat talking about scaling back. Jon could only hear tidbits, partial phrases, and pieces of sentences: - "... Expansion is huge, maybe too huge" ... "can we get this done before it's too late" ... "I hear Injector One has two new designs ready for introduction" ... "it might work if we scale back the expansion plan" ...

Jon thought the ultra conservative nature of Grindell was put on the back burner during session two and had been confirmed by the enthusiasm of yesterday's session four. He excused himself from the table to determine what his next step should be ... in 23 minutes. How could he have missed the conservative, low risk under current? Even Fred was semi positive after yesterday's private meeting. How to salvage this deal? How to maximize Grindell's needs with minimal change? Not sure Grindell can survive without at least half the expansion plans. Ooooo ... Wait a minute ... That's the answer!!!

### **Tulsa - #8 becomes one**

Jon enters the room three minutes late and begins apologizing the second he closes the conference room door.

- "first let me apologize for my tardiness. Second, let me apologize for trying to sell you on an expansion beyond your comfort zone. I have a solution which gives Grindell the production capacity, new equipment, and trained engineering you need. It's number 8 on the list - let me put it up on the screen ..."

Jon grabs the mouse, makes a few clicks - oops, one click too many - hits the "x" and there it is on the laptop monitor "8. X?". Jon strikes-through the X and ?, adds a space and begins typing ... A lifetime of 20 seconds passes as Jon prepares item 8 - he proof reads item 8 - takes a deep breath - then presses control-D to display item 8

8. X? Purchase Injector One Inc

- A. Production capacity of ~35 nearly new CNC Lathes
- B. Trained Engineering Department
- C. Three, not two, new products on drawing boards
- D. Remodel current Grindell facility into Design Center and Customer Center
- E. Purchase mini-cranes for material handling
- F. Estimated cost \$65M

Fred and Harry Jr caught the vision immediately and the smiles gave away their approval. Fred gave a nod to Jon and held up his hand so that only Jon could see it, indicating he wanted the other team members to catch the vision before moving on. About a minute, another lifetime for Jon, passes before the other team members are nodding and smiling to each other. Fred nods to Jon signaling OK let's go. The lively discussion goes into the noon hour past the scheduled ending time - "perfect fit to our needs" - "not too much" - "a logical step" - "they have customers we would love to have" - "three new designs, you sure it's three and not two?"

Fred takes over the session - he has sandwiches coming - after lunch Sam, Harry Jr, and himself would be meeting with Jon to finalize the deal with Biz Planners. The lunch conversation is full of excitement, with a hint of the phoenix effect.

Lunch is cleared from the table, and Fred, still in charge, asked the \$65M dollar question,

- "now how do we pay for this?"

- "Biz Planners can lend you any amount you need at prime minus half percent. Or we can buy part of Grindell and be your partners - you can still keep a controlling interest and we act more like consultants than partners. We can broker the deal with Injector One and you pay the commission as a monthly fee. Or you can shop for a loan, broker the deal, etc on your own. We will invoice you for my time and 10% of the final deal you strike with Injector One."

- "Harry, Sam, and I have already talked about the amount we are comfortable with. It is \$57.5M with payments over ten years. We need the whole package to be maximum \$57.5M. We want you, not another Biz Planner employee, to broker the deal with Injector One.

- (to himself Jon thinks "you are about to get the deal of a lifetime.") "I can meet with them early next week."

- "I'll get the team together this afternoon and workout the amount for each phase and project. Can you come back tomorrow afternoon, say 2 PM! On-the-dot-ish?"

- "see you at 2-ish."

Jon is happy about the favorable twist of fate and the blessings he receives from his Angel, Alissa. So happy he knows it's time to thank the people that put so much time, energy, and effort into making Alissa's last year ... livable.

A text message from the forensics guy was short and to the point - "2PHAST4U was the code key. Deciphered ledger is attached."

Three phone calls to make before my trip to the center. Jon dials Ian's private, direct number ...

### **Another Good Day ... Really!!**

- "hello, Ian
- "who is this and how did you get this number?"
- "Ian I have a copy of your private ledger. I know you, Charles, and Andy are selling military grade fuel injectors to Iran. I can meet with you on Monday to discuss the sale of your company, the return of the money you three have taken out of Injector One; or, you can go to federal prison for treason? A special delivery package will arrive today at your office addressed to your attention. This package contains a copy of proof that I can make federal prison part of your future. Two other copies exist with instructions to send them to the Department of Justice and State Department if Injector One is not sold within the next 30 days. Is there any part of this conversation you need repeated?"
- "NO! How did you get this number; and, who are you?"
- "I will introduce myself Monday morning at 10:00 AM ... On-the-dot. Be prepared to make a deal to sell Injector One, and return the \$5.3 million each that you, Charles, and Andy have siphoned out of the company. If I am not satisfied with your effort on Monday, I will have the copies released."

Jon hangs up and calls the driver in the Special Package ExprEss and Delivery (SPEED) truck and authorizes the delivery of Ian's package.

Ian is overwhelmed. He rubs both hands over his head. He turns in his chair to look out the window to see the SPEED guy stepping out of the truck with a large envelope. Ian's heart begins to pound harder and there seems to be a shortage of air in his office.

Jon hangs-up from the SPEED driver and places the next call

- "hello Charles" ...

Two minutes later ...

- "hello, Andy" ...

Tulsa - cancer center

Jon parks in the cancer center lot, this time. When he enters the door Julie, the Hostess, says , "hello Mr Hersey, nice to see you again. Sorry to hear about Alissa ... We are all so excited - we just received another \$30,000 dollar anonymous donation - it's the fourth one in the past three months. We bought the Oncotech Analyzer with the first two donations. Now we can diagnose cancer faster. Who would you like to see?"

- "Dr Howard, Alissa's doctor. I want to thank him and tell him about the extra three months that Alissa and I enjoyed."

- "I would be happy to take you to his new office...."

~\*~\*~\*~\*~\*~\*

**Jon Hersey - Industrial Spy Series** by *Leo N. Ardo*

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Email: [Leonardo.Stories@gmail.com](mailto:Leonardo.Stories@gmail.com)

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## **Parkinson's Disease: Donation**

25% of all Jon Hersey – Industrial Spy series sales will be donated to Parkinson's Disease research and education.

Parkinson's Disease (PD) affects 1 to 1.5% of the population. To add some perspective – an average major college football game is attended by at least 50,000 fans – there are 750 people in the crowd with some form of PD. It is a progressive degenerative disease that eventually robs the patient of mobility, balance, and normal motor functions. PD does not discriminate; it affects people of any race, culture, sex, or age. Modern medicine can delay the full impact of the disease, but eventually the disease will disable its host.

PD reveals itself in a long list of symptoms. The most visible is a shaking hand, chin, arm, leg, or foot.