



## The PARAGON Perspective

**PARAGON DEVELOPMENT**

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### From the President

For those of you not familiar with us and may have received this as a ‘forward’ from the original recipient, The PARAGON Perspective is sponsored by PARAGON Development.

First and foremost we wish you a joyous Holiday Season and a wonderful end of year and New Years.

Besides our wishes for success, we want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

All issues of *The Paragon Perspective* are archived on our website, so you may easily pass along past issues to colleagues.

This month’s editorial is a client contribution entitled “**Variations on Stupid**”. This topic is not a typical ‘editorial’ but is instructive and we thank Mark for sending it to us to post.

Jack T. Peregrim  
Pres., PARAGON Development  
Peregrim@ParagonDevelopment.com

### Paragon Update

We are looking forward to what is projected as a very busy 2016 thanks to almost all module packages being renewed and to at least 2 new ones. It has already been our best year since 2009. We sincerely thank our wonderful clients for making that happen. We are confident in the value we deliver but we are also very much aware of the many budget battles that were fought in advocacy to our good year.

The website has been re-written and is active. We have added a number of features and have made it easier to navigate.

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### Conferences

Pan Pacific Microelectronics Symposium  
Hapuna Beach Prince Resort  
Big Island, Hawaii  
January 25-28, 2016



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This conference promotes international technical interchange and provides a premier forum for networking among microelectronics professionals and business leaders throughout the world. Session topics this year are also excellent and include: Nanotech joining, automotive electronics, solder technologies, Optoelectronics, materials reliability impact, interposer technologies, reliability strategies, test and failure analysis.

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## Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of over six thousand individuals who are in executive positions who either oversee or practice new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

Clients have expressed interest in investing, licensing, acquiring, or partnering in the following:

- A development and commercialization partner for a new design and manufacturing process for making liners that go into compressed gas cylinders. This has potential to lower a significant component cost in the cylinders and has several functional benefits to manufacturers of the cylinders and liners.
- New chemistries and materials technologies that enable manufacturing. This is a new and strategic initiative that is broad in scope to include anything not part of a finished product, those things that enable products to be made such as lubricants, solvents, water based chemistries, defoamers, coatings, etc.
- New chemistries used in producing renewables such as bio-mass for energy, solar, geothermal, etc.

If interested, please direct inquiries to: Jack Peregrim, [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com), (203) 288-4154

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## Quotes of the Month

"A hero is a man who is afraid to run away." *English Proverb*

"Not doing more than the average is what keeps the average down." *William Winans*

"Life has got a habit of not standing hitched. You got to ride it like you find it. You got to change with it." *Woody Guthrie*

"The world cares very little what you or I know, but it does care a great deal about what you or I do." *Booker T. Washington*  
*Lucille Ball*

"Great things are not done by impulse, but by a series of small things brought together." *Vincent Van Gogh*

"He who has provoked the lash of wit, cannot complain that he smarts from it." *James Boswell*

"People are like stained-glass windows. They sparkle and shine when the sun is out, but when the darkness sets in their true beauty is revealed only if there is light from within." *Elizabeth Kübler-Ross*

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## Interesting Words

**Probitory:** (PRO-bi-tee) Noun

Integrity and honesty.

**Rectitude:** (REK-ti-tood) Noun

1. Moral uprightness.
2. Correctness.
3. Straightness.



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**Adventious:** (ad-VEN-shuhs) Adjective

1. Coming from outside; not inherent or native.
2. Happening by chance.
3. Appearing in an unusual or abnormal place.

**Quodlibetal:** (AM-bit) Adjective

Relating to a question or topic for debate or discussion.

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## “Variations on Stupid”

(This was sent to us by a client who, in turn, credits Seth Godin, a marketing and business expert.)

We throw the word stupid around a lot, labeling people (perhaps forever). In fact, there are tons of ways to be stupid, and we ought to think about that before we shut someone (including ourselves) down... Stupid is something we do, not the way we are.

*Bad analysis* is the classic sort of stupid. This is not the stupid of, "if you knew then what you know now," but the simpler question: "Given what was clear at the time, why did you make such a bad decision?"

*Willfully ignorant* is the stupidity of not seeking out the information that would have been worth knowing before you spoke up, made a decision or pulled the trigger.

*Lack of cultural understanding* is often mistaken for stupid. This is what happens when we put our foot in our mouth. Often, it seems particularly stupid when we're willfully ignorant about something we should have known.

*Inability to read people* isn't a form of stupidity, but it can often look like it. Some people are just unable to do this, but mostly it's a lack of effort and empathy that leads us to not see people in a way others think we should.

*Distracted* is the best excuse for making a stupid call. After all, when the stupidity happens, it's probably because we didn't think the decision was important, and with all the incoming. Okay, it's not a good excuse, but it's a common one.

*Self-destructive* is a particularly widespread form of stupidity among people who have privilege and opportunity that they're not sure they deserve.

*Emotionally overwrought* stupidity happens because we're tempted to amplify and maintain the drama going on in our heads, which distracts us from seeing or processing what we see.

*Fear*, of course, is at the heart of a lot of our bad judgment.

*Unwilling to be right* is a form of fear. If you do stupid things, you don't have to take advantage of the change that would have happened if you had been right.

*Slow* is not stupid, not at all. It's just not going to win you many prizes on a game show.

*Short-term selfish behavior* is what we see all the time from people who should know better. And yet they come back to this trap again and again, because it's a habit. Day trading, anyone?

*Rush to judgment* is a particularly challenging variation. Our unwillingness to sit with ambiguity causes us to decide before we should.

Stupidity doesn't have to be incurable.

In closing:

We also will continue to focus on topics that the readers choose in almost all cases over ones we consider within our staff so please continue to send requests for topics that you want to have covered.

PS:

We want to remind our readers that this section of the newsletter is open to anyone with a development topic or an approach they would like to share or even just comments or criticisms of a past topic. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters as a guest contributor. We ask that your submission be from 300 to 800 words. Let us know and we will gladly distribute your

topic to the thousands of people on our distribution list. We agree that the copyright and ownership be kept by the contributor and that our only right is to reproduce it in conjunction with this newsletter.

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## Anecdotes

### ***Connie Mack—U.S. Baseball Manager***

The manager of the Philadelphia A's was in church one Sunday morning when an usher, holding the collection plate, leaned over and whispered, "Why did you sell Jimmy Foxx?" Mack whispered back, "For the same reason that you're taking up this collection. I need the money."

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations and that you will let others who might find this newsletter useful know about our publication. Previous issues of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>. If you would rather not receive the newsletter please respond to this email and include the word REMOVE in the subject line or in the message. To subscribe to our newsletter, please send an email to [contact@paragondevelopment.com](mailto:contact@paragondevelopment.com) and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

We encourage you to visit our website at <http://www.paragondevelopment.com> to find out more about PARAGON Development, who we are and how we assist our clients.

Your friends at:

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