

Systems to master a chaos

Hengst 2014-DEZ-07

When I worked in 1992/3 at Brussels-Belgium for ACEA (*Association des Constructeurs Européens d'Automobiles*), my boss Hugo Lüders (VW-Deutschland), Director for Trade and Economics, asked me one day, with what kind of system I would have organized the filings in my cabinet. My answer had been: "...**chronological** in real time."

He looked at me a bit disbelieving, then he shook his head, but finished this conversation with the words: „Good idea!!!“ Then he hit me onto my shoulders, as if I had found the stone of the wise people.

Why did this interesting exchange of thoughts about the daily try to get rid of the remarkable amount of paper, in a way, which made it possible to find back within seconds only the right paper even after years, if necessary? How do you introduce the **best system to master this chaos?**

Let's say it this way: When your business papers are filed alphabetical, then you have to bring your registering cabinet into the right order of a character system and this might be physically and paper technologically spoken a very time intensive work of research. My chronological order in real time based on an income file number of new papers and the physical adjustment of all papers of a single file one after the other on top of the last incoming file according to the incoming date.

For instance the Leitz-filing cabinet would have looked like this:

101252 – ACEA 01-MAR-1993 – Certificate of Director Trade Economics Hugo Lüders (VW)
101251 – ACEA End of FEB-1993 – Dedication of the General Secretary M. LePeu (Renault)
101250 – Ferrari 18-FEB-1993 – Letter of Brenda Vernor – Aerodynamics in a Wind Channel
101249 – Mercedes-Benz 20-JAN-1993 – Speech of Vorstandsvorsitzender Helmut Werner

If necessary you could make a computer research according to words you are looking for concerning themes or **headwords**, like 1. the **company** names, 2. the names of engaged **persons**, 3. the kind of **themes** or 4. the incoming **date** and 5. an accumulation of incoming **file numbers** for a Company or a name of a person.

In my Internet-book „Hollywood *stories*: JESUS II.“ I had tried, to bring an order into the whole filing system, which was to my personal liking. Therefore the page with the publicity for the Premium Ale-brand **WARSTEINER** is allocated exactly in front of the page with the DVD-cover of the film “**2001 - A Space Odyssey**”. Why this? Because anybody, who has tried to make a phone call to the Warsteiner Brewery in the beautiful Sauerland, might have got this information from the lady at the phone desk – called Mrs. Cordes – by having been send into the phone waiting loop. What would you have heard over there? Yes indeed, **MUSIC**: the majestic Nietzsche theme “*Also sprach Zarathustra*” from the incredibly good Stanley Kubrick-Hollywood-Film “**2001 – A Space Odyssey**”...

That's the way it is how to bring a mastermind order into your brain or the paper system chaos of any filing cabinet about the themes of a company or a person for instance by creating a good story.

I do prefer to collect detailed data about a certain theme in a self-explaining manor according to any other maybe existing context. Sure, it would have been easier to collect anything about **Ferrari**: books, CDs, historic events, DVDs, interviews, letters, magazines stories, photos, races, statistic data, themes, visits or else completely together one after the other, but that's not really a good story within my head. I need connections in my brain, which are motivating me to live in them, like visiting a museum of the very best events of my private life.

And if you, dear reader of these stories try to find yourself well placed within the whole context of the data, because the system is to your liking as well, then the system works well for you as well. In the case of an emergency - of course - any chosen **research word** in your computer might be a help, too. When this word is integrated in the text, then your computer will find it.

I am pleased, if you are now a member of the **CCC- Chaos Computer Club**, which might be able to find any answer to any question within a lightning phase of split seconds only, if the data are stored...

The incredibly busy Spanish painter **Pablo Picasso** once said: "I don't look for anything, I just find it!!!" – But what did he mean with this sentence? – Maybe this: "I don't have to try to find a theme for my next oil painting, I am just focusing my eyes onto the world, which surrounds me and see immediately, what I could use or reject for any project..." It looks like he had a computer brain with an active binary Code-System: 0 or 1, nil or one, good or bad, can be used by me or not, will be taken by me or left alone...

So interesting had been the daily performance of one of the best paid artists on earth. He tried to do something with anything. Make it like he did. Take the things which you like, do something with it and the things which you don't like – change them until they are finally to your liking in profession or private life.

That's the way it is, to create your own better world, by bringing a **system into the chaos**, which surrounds you: **SCAN YOURSELF...**

Brussels ReVolvo

When I worked in 1993 for ACEA (*Association des Constructeurs Europeens d'Automobile*) at Brussels-Belgium, I had the idea to change words, for instance I made a REVOLVO from the car-name VOLVO. *Revolvere* means rolling back in Latin language.

After I had written this word into the ACEA-Computer I tried to breath, but felt the smell and blocking in my lungs of a poisoning gas coming from down under the office desk and central heating. I switched off the Computer immediately, run out of the office, went down the stairs from the ACEA offices in the building and initialized the alarm bell down in the lounge to warn other people about the incredible situation.

That was the true end of my ACEA-carreer...



87.0

Herrn
Manfred A. Klutmann
c/o Dr. M.M. Klutmann
Klagebach 55

W-5885 Schalksmühle

COPY

13. Dezember 1991

Sehr geehrter Herr Klutmann,

im Auftrag von Herrn von Kuenheim möchte ich Ihnen für
Ihr Schreiben vom 08.12.1991 verbindlich danken. Herr
von Kuenheim hat zuständigkeitshalber Ihre Bitte um Be-
schäftigung als Praktikant innerhalb der ACEA-Organisa-
tion an mich weitergeleitet.

Bevor hierüber eine definitive Entscheidung gefällt
werden kann, bitte ich um einige weitergehende Erläute-
rungen über Ihren bisherigen beruflichen Lebensweg, z.B.
in Form eines Curriculum Vitae. Erst danach ist eine
endgültige Entscheidung möglich.

Mit freundlichen Grüßen

BMW brachte mich
erfolgreich zum Euro-
päischen AUTO-Verband
ACEA in Brüssel.

174



European
Automobile
Manufacturers
Association



86.27

Dedication of ACEA
M. LePeu (Renault)

Brussels, 1 March 1993



A.C.E.A. GIE
ASSOCIATION
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GENERAL



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P.K. HUGO
LUEDEERS

DIRECTOR
TRADE AND
ECONOMICS



European
Automobile
Manufacturers
Association

ACEA

Association des
Constructeurs
Européens
d'Automobiles g.i.e.

Rue du Noyer 211
B-1040 Bruxelles

CERTIFICATE of ACEA (Association des Constructeurs Européens d'Automobiles)

Mr. Manfred Klutmann worked at the Brussels Secretariat of the European Automobile Manufacturers Association from 1 October 1992 to 1 March 1993.

He was in charge of various trade and economic issues. He has been responsible in particular of automotive statistical analysis and has assisted the ACEA Secretariat on this issue. This included participation in meetings of the Statistical Office of the EC Commission (Eurostat/Luxembourg), co-ordinating comments received by ACEA's members and establishing contact with EC Commission officials as well as with industry and the European Parliament.

Mr. Klutmann, furthermore, monitored and collected information on development in the field of trade policy e.g. concerning GATT and OECD developments. He has also assisted in preparing reports on the impact of the European Single Market on the Automotive Industry and has drafted speeches for ACEA executives on topics of Industrial Co-operation, Supplier-Manufacturers relations, Car Safety and Recycling. He represented ACEA in meetings and exhibitions in Brussels, London and Paris.

We appreciated Mr. Klutmann's accurate and determined working style and his full commitment to his work also for time consuming and detailed analysis. He is able to work on his own and has shown required initiative. He is a friendly and team-oriented colleague. We wish him all the best for his private life and his further professional activities.

H. Lueders

H. LUEDEERS
Director Trade and Economics

Hugo Lueders (VW-Brussels)





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- plastic money - nuclear power blood - world peace - etc.

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EUROPEAN AUTOMOBILE
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Zertifikat

Anlage zum

Die Leistungen von Herrn **Manfred Klutmann** wurden in den einzelnen Fächern wie folgt beurteilt:

| | <u>Stunden</u> | <u>Note</u> |
|--|----------------|--------------|
| Betriebswirtschaft | | |
| Volkswirtschaftslehre * | 78 | sehr gut |
| Betriebswirtschaftslehre * | 148 | sehr gut |
| Kosten- und Leistungsrechnung * | 78 | gut |
| Controlling * | 39 | sehr gut |
| Organisation * | 78 | gut |
| Personalwesen | 24 | |
| Datenverarbeitung | | |
| Grundlagen der Datenverarbeitung/Bürokommunikation * | 86 | sehr gut |
| Personal Computer-Anwendungen * | 140 | befriedigend |
| Außenhandel | | |
| Internationales Management | 24 | |
| Außenwirtschaft * | 124 | gut |
| Der Europäische Binnenmarkt * | 125 | befriedigend |
| Finanzierung im Außenhandel * | 39 | gut |
| Absicherung von Risiken im Außenhandel * | 47 | gut |
| Formen des Außenhandels | 16 | |
| Gesetzliche Grundlagen des Außenhandels * | 79 | sehr gut |
| Kalkulation im Außenhandel | 18 | |
| Internationales Marketing * | 156 | sehr gut |
| Auslandszahlungsverkehr | 18 | |
| Kommunikation | | |
| Kommunikationstechniken/Rhetorik | 78 | |
| Bewerbungstraining | 24 | |
| Englisch | 117 | |
| Abschlußprüfung | | |
| "Der Aufbau der strategischen Planung" | | befriedigend |

Praktikum
vom 27.09.1992 bis 11.12.1992

Paderborn, 15.12.1992



ppa. Frank Riedmüller
Schulungsleiter

InBIT Institut für Betriebsorganisation
und Informations-Technik GmbH
An der Kapelle 2
33104 Paderborn-Schloß Neuhaus
Telefon (0 52 54) 8 06 - 0


Prof. Dr. Wilfried Fuhrmann
Universität Paderborn


Johannes Hansmeier
Kursleiter

Certificate

The InBIT Paderborn, Institut for Enterprise Organization and Information Technologies confirms my work as more than satisfactory (average 1,79 - 1,0 is very good 6,0 is very bad).

„Rund acht Millionen Euro hat Morten Östberg in die Karriere seines Sohnes investiert. Jetzt ist Östberg jr. der ernsthafteste Herausforderer für Ogier“

The education of children might be very expensive. Some professions like being a racer require a multi-million budget, which can't be paid by parents without sponsorship of big companies.

Von Citroën verschmäht, bei Ford geliebt: Östberg bot eine tolle Leistung, wurde aber nicht belohnt



Die Stadtprüfung von Guanajuato führt durch einen graffitiverzierten Tunnel

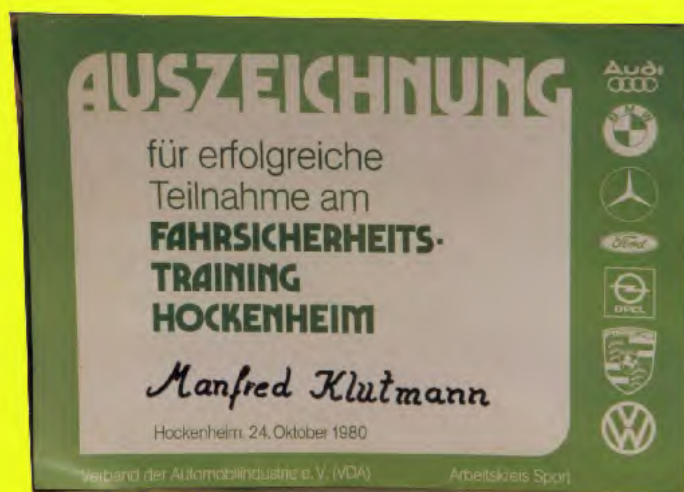
RALLYE MEXIKO

23 Sonderprüfungen mit 394,88 Kilometern

| | | |
|-------------------------------|-------------|--------------|
| 1. Ogier/Ingrassia F/F | VW Polo | 4:30.27,0 h |
| 2. Hirvonen/Lehtinen FIN/FIN | Citroën DS3 | +3.28,9 min |
| 3. Neuville/Gilsoul B/B | Ford Fiesta | +4.23,8 min |
| 4. Sordo/del Barrio E/E | Citroën DS3 | +6.06,7 min |
| 5. Al Attiyah/Bernacchini Q/I | Ford Fiesta | +8.34,5 min |
| 6. Atkinson/Prévot AUS/B | Citroën DS3 | +11.28,0 min |
| 7. Block/Gelsomino USA/I | Ford Fiesta | +11.48,3 min |
| 8. Guerra/Rozada MEX/E | Citroën DS3 | +12.49,8 min |
| 9. Prokop/Ernst CZ/CZ | Ford Fiesta | +14.29,0 min |
| 10. Novikov/Minor RUS/A | Ford Fiesta | +17.15,3 min |

Fahrer: 1. Ogier 74, 2. Loeb 43, 3. Hirvonen 30, 4. Sordo 27, 5. Östberg 26, 6. Neuville 25, 7. Latvala 15, 8. Prokop 14

Marken: 1. Citroën-WRT 87, 2. VW 81, 3. Qatar-M Sport-Ford 37, 4. Qatar-WRT-Ford 35, 5. Abu Dhabi-Citroën 23



Part-time worker

Because the company Wilhelm Schade Plettenberg (WHS) was one of 104 companies worldwide at which the mother company HELIA Hueck KGaA & Co has had between 51 and 95 % of the shares, it was possible for me to work from May until September 1979 part-time in sales department of WSH at Plettenberg and at Paris at GRAND PRIX international as a writing translator, four days after each Grand Prix race of the Formula One, the rest of the time in Plettenberg.

It was the decision of my father. This might have come due to his own life experience, when he was allowed to start his work in the 1950s at the Aluminium Company ALCAN at Göttingen with the possibility of going back to Prof. Meyer as an assistant in the University of Bonn for the time of one year, if he liked to do so, out of what any reason this decision was taken...

That my father Alfredo stood behind my professional wishes might have come from some other reasons like the successfully realized date for an interview with Enzo Ferrari at 11-AUG-1978. A date, which was accomplished by my first visit to the company Ferrari Automobili in year 1969 and the following letter, which I developed together with Joseph Wechsberg including some questions to Enzo Ferrari himself. My father always respected and supported my wish to work for the international car industry.

Wilhelm Schade · Postfach 1549 + 1569 · 5970 Plettenberg 1

Datum 30. September 1979

Ihr Zeichen

Ihre Nachricht vom

Unser Zeichen S/R

Certificate

This paper from Schade Plettenberg certifies that I worked in sales and marketing department over three years successfully in cooperation with car business customers.

Zeugnis

Herr Manfred Alexander Klutmann, geb. 24. Dezember 1949 in Bonn, war in der Zeit vom 1. September 1976 bis 30. September 1979 als Angestellter bei uns beschäftigt.

Herr Klutmann eignete sich nach kurzer Zeit gründliche technische Kenntnisse unseres Fabrikationsprogrammes "Zubehörteile für die Automobilindustrie" an. In Verbindung mit seinen sehr guten wirtschaftswissenschaftlichen Grundkenntnissen brachte er nach kurzer Einarbeitungszeit die Voraussetzungen, um ihm innerhalb unserer Vertriebsabteilung mit Marketingaufgaben zu beschäftigen.

Herr Klutmann hat die ihm gestellten Aufgaben stets mit Fleiß, Geschick und Zuverlässigkeit zu unserer vollsten Zufriedenheit erledigt. Besonders hervorheben möchten wir seine rasche Auffassungsgabe, seine Einsatzfreudigkeit, seine Initiative sowie seine perfekten französischen und englischen Sprachkenntnisse.

Es gelang ihm, zu vielen Herren aus unserem Kundenkreis der Automobilindustrie einen engen persönlichen Kontakt zu schaffen. Sein Verhalten zu Vorgesetzten und Mitarbeitern war stets einwandfrei.

Wir, Geschäftsleitung und Mitarbeiter, bedauern es sehr, daß Herr Klutmann uns auf eigenen Wunsch verläßt. Wir wünschen ihm für seinen weiteren beruflichen Weg alles Gute.

Wilhelm Schade



Certificate

(Translation)

Date: 30-SEP-1979

Our Sign: S/R (Dr. Friedrich Schade - WSP)

Mr. Manfred Klutmann, born at Bonn 24-DEC-1949, worked for us as an employee from 01-SEP-1976 until 30-SEP-1979.

After a short time Mr. Klutmann acquired fundamental technical knowledge of our fabrication program "customer parts for the automotive industry". In connection with his very good and profound knowledge of economics he offered after a short time the requirements to work in our sales department by fulfilling marketing subjects.

Mr. Klutmann worked in a busy style, with cleverness and reliability by fulfilling all posed work to our complete satisfaction. We want to point out his very quick, intelligent and keen working style, his initiative and his perfect French and English knowledge in languages.

He realized a personal contact to many of our customers in the automotive industry. His behavior to superior bosses and team employees was always impeccable.

We, Management and team workers, regret very much, that Mr. Klutmann leaves us by his own wish. We wish him all the best in his further professional future.

Signed by Dr. Friedrich Schade Wilhelm Schade Plettenberg

Mr. Hoffmann, Sales Manager of FORD AG
Cologne, motivated me to make holidays in
Kenya - Africa and built my own house.

PAUL-JÜRGEN RÜGGEBERG
DIPLOM-KAUFMANN

63.26

AM ZOLLSTOCK 6 5952 ATTENDORN TEL. (02722) 3084

21. 12. 78

Lieber Manfred,
die positive Resonanz und die guten
persönlichen Beziehungen zu unseren
Partnern sind eine spezifische Be-
stätigung unseres guten gemein-
samen Bemühens. Ich danke
Dir recht herzlich für den
intensiven Einsatz und für
das gut abgestimmte Vorgehen
bei unseren Aktivitäten.

Letter

With this letter my partner Paul J. Rüggeberg in Schade
Plettenberg sales and marketing department thanked for
our good team work with the customers FORD and OPEL
Germany.

Die ... in wünsche
ich ... etes Weih-
nacht

Für das neue Jahr ... viel Gesundheit,
viel Freude und Glück sowie viel
Erfolg.

Am Schluss meines Wunsche auch
noch herzlichen Glückwunsch zum
Geburstag.

Herzlichen Dank und herzliche
Gruße von Paul Rüggeberg und Familie



79.14

AUTO BECKER

Der interessanteste Autoladen der Welt

AUTO BECKER - Postfach 1440 - Suitbertusstr. 150 - 4000 Düsseldorf 1

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Dr. Achim Becker, Harald Becker
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Telefon (0211) 3380-1 - Telex 08582874
Telegramm-Adresse
Auto Becker 4000 Düsseldorf

ZEUGNIS

=====

Herr Manfred KLUTMANN, geb. am 24.12.1949, wohnhaft in 4006 Erkrath 2, Leibnitzstrasse 71, trat am 2. Januar 1982 als Automobil-Verkäufer und Mitarbeiter für PR-Aufgaben in unsere Firma ein.

Wir hatten die Fähigkeiten im redaktionellen Bereich des Herrn Klutmann schon während seiner Tätigkeit als freier Mitarbeiter kennengelernt. Besonders kamen ihm bei seinen Redaktionsaufgaben seine Leidenschaft, seine technische Versiertheit und sein Wissen über alles, was mit dem Rennsport, mit FERRARI und mit Autos überhaupt zutun hat, zugute. Für unser zweimal jährlich erscheinendes Magazin "auto welt", mit einer Gesamtauflage von 100.000 Stück, schrieb Herr Klutmann viele interessante Artikel. Ausserdem fotografierte er mit grosser Begeisterung. Er ermöglichte mit seinem Einsatz und seinen kreativen Impulsen eine weitere Qualitätssteigerung unserer "auto welt". Mit Erfolg akquirierte Herr Klutmann für dieses Medium Anzeigen.

Herr Klutmann hat wesentlichen Anteil an der Herausgabe des Buches "FERRARI - Faszination auf Rädern". Seine fundierten Kenntnisse und Begeisterung über FERRARI haben mit dazu beigetragen, dass dieses Buch ein überaus beliebtes und geschätztes Fachbuch geworden ist. Das Buch beinhaltet zahlreiche wichtige Berichte, die Herr Klutmann selbständig recherchiert, fotografiert und konzipiert hat.

- 2 -



AUTO BECKER

Das interessanteste Autohaus der Welt

- 2 -


Im Verkauf konzentrierte sich Herr Klutmann zunächst auf NISSAN mit gutem Erfolg. Danach erweiterte er seine Aktivitäten auf alle Marken und besonders auf Classic Wagen. Seine Erfolge als Automobil-Verkäufer waren naturgemäß von seinem Einsatz für die PR-Arbeiten abhängig.

Durch seine fröhliche, unkomplizierte Art war Herr Klutmann auch bei seinen Mitarbeitern beliebt.

Herr Klutmann scheidet im gegenseitigen Einvernehmen aus unserem Hause aus, um sich selbständig zu machen.

Wir bedauern sein Ausscheiden und wünschen ihm bei seiner neuen Aufgabe viel Erfolg.

Düsseldorf, den 31. Oktober 1984

AUTO BECKER

- Helmut Becker -

Certificate

Helmut AUTO Becker Düsseldorf confirms my work as a sales man for his Car Company, as a writer, photographer and canvasser of publicities for his life style magazine "auto welt" and the AUTO BECKER book - Ferrari Faszination auf Rädern.

We splitt in good terms, but after the extremely hard work of co-writing the Ferrari-Book, I needed holidays, which Helmut Becker did not accept. Therefore I quit AUTO BECKER by a written letter, which I gave to Helmut Becker in the presence of Mr. Bernd Schmidt (called "The Frog").