

F. Y. I.

A Monthly Newsletter to Inform and Entertain Our Clients

Warmest Winter Wishes For a Happy and Fulfilling 2013!



Inside:

Thought Provoking Research

Your Favorite 2012 Cover Photo

It's National Brain Teaser Month

- Try These on For Size

Be One of the First to

See This Cool New Product

My Thoughts to Start Off 2013

I thought I'd start off 2013 with a thought provoking discussion. Don't worry, the usual trivia, fun facts and other purely entertaining articles will return.

I recently came upon two very interesting studies about the young adults in our country that I found rather discouraging. The results don't bode well for our future generation of leaders. See what you think.

First, analysis of the most recent *American Freshman Survey*, which has been asking college freshman to rate themselves compared to peers every year since 1966, discovered an unprecedented level of self-infatuation. In fact, over the last four decades, there's been a dramatic rise in the number of students who describe themselves as being 'above average' in the areas of academic ability, drive to achieve, mathematical ability, and self-confidence. However, researchers also found a disconnect between the students' opinions of themselves and actual ability. While students are much more likely to call themselves gifted in, for example, writing abilities, objective test scores actually showed that their writing abilities are far less than those of their 1960s counterparts.

A related study by the same researchers showed a 30% increase towards narcissism in students since 1979. One in four recent students responded to a questionnaire called the *Narcissistic Personality Inventory* with results pointing towards narcissistic self-assessments. The author blames the boom on several trends including parenting styles, celebrity culture, social media, and easy credit for allowing young people to seem more successful than they are in reality.

Now, put that in context with this next study: A June 2012 survey at *CFO.com* that asked Human Resource professionals to identify the basic skill gaps between younger and older workers found the following: 51% said writing in English including grammar and spelling; 33% technical; 16% math comprehension; 13% reading comprehension; 12% verbal communication. And what were the greatest skill complaints about younger employees? 52% said poor work ethic while 27% said inability to think and solve problems.*

Perhaps this explains this next little known fact: 70% of the new jobs in the private sector between 2010 and 2012 were filled by people between the ages of 50 and 60+! And, older workers are hanging on to their jobs longer.*

There are huge lessons in all of this for everyone including young adults looking for a first job, older employees and even employers. The recent graduate who is humble, realistic, hardworking and able to think can immediately have a decisive advantage over much of his or her competition and rise to the top. Older workers should recognize that they have a lot to offer their employers or that they have skills that might serve them well in creating a new business for themselves. Finally, during these recessionary times when companies have to make difficult employment choices, it might be wise for employers to think carefully about placing a poorly prepared youngster into an environment with older productive staff.

*From *The Dan Kennedy Letter*, November 2012

We Have a Winner...

The votes are in and have been tabulated and you, the loyal fans of our monthly newsletter, FYI, have spoken. Last month I asked you to select your favorite cover photo of 2012. I was a little surprised by the results, for even though the winning photo was one of my favorites, it was by far the biggest vote getter.

And the winner is...”*Back to School*”, which appeared in the September 2012 issue. I have to say that we enjoyed that photo, too!

We also randomly selected one person from all of the entries to award a \$50 American Express Gift Card...and the winner is:



Wojciech Lacki

Network Administrator

Visiting Nurse and Health Services of CT

Congratulations, Wojciech, and “*Thank You*” to everyone who submitted an entry.

Let's Tease Your Brain

Since it is National Brain Teaser Month, I thought it would be fun to provide a few questions to test your mental sharpness. These come from Forbes.

1. Johnny's mother had three children. The first child was named April. The second child was named May. What was the third child's name?
2. Before Mt. Everest was discovered, what was the highest mountain in the world?
3. How much dirt is there in a hole that measures two feet by three feet by four feet?
4. Billie was born on December 28th, yet her birthday always falls in the summer. How is this possible?
5. If you were running a race and you passed the person in 2nd place, what place would you be in now?
6. A farmer has five haystacks in one field and four haystacks in another. How many haystacks would he have if he combined them all in one field?
7. What word in the English language is always spelled incorrectly?

Monthly Quotes

“It's a recession when your neighbor loses his job; it's a depression when you lose yours.”

– **Harry S. Truman**

“You can't tax business. Business doesn't pay taxes. It collects taxes.” – **Ronald Reagan**

“No nation has ever taxed itself into prosperity”.

– **Rush Limbaugh**

“The Great Depression, like most other periods of severe unemployment, was produced by government mismanagement rather than by any inherent instability of the private economy.”

– **Milton Friedman**



MARK YOUR JANUARY CALENDAR ...

January 2 National Science Fiction Day

January 3 National Chocolate Covered Cherry Day

January 14 Dress Up Your Pet Day

January 24 National Peanut Butter Day

International Snowmobile Safety Week – **January 9 - 13**

National Fresh Squeezed Orange Juice Week –

January 17 – 23
Clean Out Your Inbox Week – **January 20 - 26**

Artichoke and Asparagus Month
International Brain Teaser Month

Shhhh! I'm Going to Show You Something No One Else Has Seen Before. You'll Be One of The First!

That's right. What I am going to show you cannot even be found on the manufacturer's web site. It hasn't been officially announced yet. But, I got a preview and now I'm gonna share it with you, because you are a loyal *FYI* reader and I like you. But, don't tell anyone I told you.

Do you have power cords with C-13 plugs that have a loose fit and seem like they can easily be dislodged from the PDU or device?

I see and hear that a lot and let's face it, if a cord is accidentally knocked out, you could have big trouble. C13/C14 plugs and receptacles often have a loose fit which can lead to nuisance or vibrational disconnects. But, until now, there wasn't a truly great solution for the problem. Well, *Zonit* has created the world's first truly universal C13 to C14 locking power cord!

The *zLock* family of locking power cords is compatible with all of your existing plugs and receptacles and doesn't require a special mating plug or receptacle. Simply replace your existing power cord with *zLock* and enjoy peace of mind.



bob@revco-inc.com



800-500-1346

Here's what makes *zLock* so great:

- Plug & Play replacement for existing power cords
- Truly universally compatible – no mating plug or receptacle required on the other side of the connection
- Simple twist lock action locks and unlocks the connection
- Available in C-13 to C-14, 5-15 to C-13 & other connections
- Available in 2', 4' & 6' standard lengths; custom lengths, too
- Locking mechanism doesn't involve the electrical contacts and therefore causes no degradation of plug prongs
- Alternate colors available
- UL Listed and CE compliant

Order Now and Save 10%

Be one of the first to get the new *zLock* locking power cords. This hot new product is scheduled for its official release in just a few short weeks. And, if you place your pre-order before the release, you can take an additional 10% off of the total. Call me today to get more information and request a quote! Don't wait.

Don't forget, *Zonit* is the same company that gave us the world's smallest Automatic Transfer Switch, the *Micro ATS*. I introduced that great product to *FYI* readers in November and the response has been phenomenal. In case you missed it, go to:

<https://revco.infusionsoft.com/app/page/microats>

to watch a brief video and arrange for a FREE evaluation.

Bob Von Steen

HURRY!