

February 2019

# OWL Café

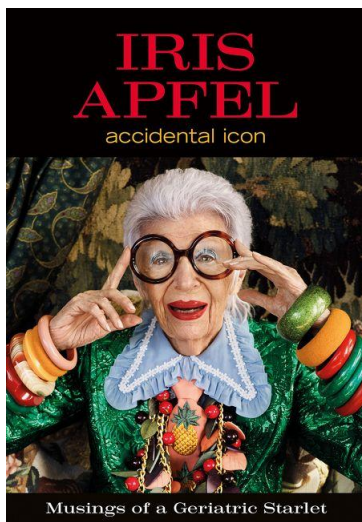
## Optimism, Wisdom, and Laughter

[usOWLS.com](http://usOWLS.com)

Project of [Michele Jackman Enterprises and Adventures](#)



The café is open to share inspiring stories, catch a healthy laugh, or experience an insight that helps you cope with things not going so well.



### Meet Iris Apfel

Iris Apfel is an American businesswoman, interior designer, and fashion icon.

As a young woman, Apfel worked for *Women's Wear Daily* and for interior designer Elinor Johnson. She also was an assistant to illustrator Robert Goodman.

On Feb 22, 1948, she married Carl Apfel (born Aug 4, 1914 – died Aug 1, 2015). Two years later, they launched the textile firm *Old World Weavers* and ran it until they retired in 1992. From 1950 to 1992, Iris Apfel took part in several design restoration projects, including work at the White House for nine presidents: Truman, Eisenhower, Kennedy, Johnson, Nixon, Ford, Carter, Reagan, and Clinton.

Through their business, the couple began traveling all over the world where she began buying pieces of non-Western, artisanal clothes. She wore these clothes to clients' high-society parties.

[Read this article and watch the video of Iris while in Hong Kong last year.](#)

### QUOTE OF THE MONTH:

A 97-year-old active woman still in high heels at a speech I just gave said, "My OWL secret for *Avoiding Politics* is like drinking bleach—you think drinking it makes you pure. I avoid it and stay engaged in what I love to do!



## STAY ALERT, KEEP ON LOVING, AND GET INTO THE NEW “GIG” ECONOMY

**FIGHT BACK! BE ON THE ALERT:** Cities (like LA, SF, points East) are thinking of ways to charge fees for actual road use by-the-mile driven—this could impact mature drivers on limited incomes for sure who still work and commute long distances. Make sure you

pay attention as local governments increasingly want OWLs removed from highways to reduce gridlocks we don't cause. Many of us do use the roads in retirement using RV's and taking special “bucket list” adventures. RV driving is also under scrutiny with emerging new annual licensing rules nationwide.



## GOOD, NEW OPPORTUNITIES OR UH OH?

Re: UN World Global Forum News Report (Time, 2.19)

A UN Global Research Institute article in the Time Magazine Economy section examined biostatistics with worldwide comparisons: “A girl born today in UK has a better chance of living to 100 than a woman of 80 now” (Time.2.4.pg. 76) The article says to prepare younger people for a life of training, retraining, and now “re-skilling” for multiple jobs. These articles support my recent work on the need for resilience and altering our attitudes in the face of divisive generalizations about us OWLs and our capabilities. *We can re-skill if needed.* As my pastor warns **be sure you**

*go to heaven having had two eyes open*”. Let's be careful not to support self-fulfilling prophecies. We have “history” as a source of our wisdom. Beliefs have the power to alter facts. Stay connected to the *conversation on behalf of Owls.*



## HAPPY ST. VALENTINE'S DAY 2.14.19

**REMINDER:** According to History, the original St. Valentine was beheaded around 270 AD because he encouraged people to marry, vowing to each other. He was stoned, whipped, **BEHEADED** under Roman law. Different meanings today. In Latin: *Valentinus* means “worthy, strong, powerful.” So be it.

**LOVE** is about “losing one's head,” or being “head over heels in love.” Turns out there were several St. Valentines over the centuries, all saints—all losing their heads, literally. St. Valentine did also cure blindness—his miracle. Maybe that has morphed into “love is blind?” Then you see what love really needs to be as you enjoy longevity plus patience with someone *worthy of you, adding to strengths.*

**FIRST:** Send yourself a Valentine! What do you love about how you survived all struggles or grief or coped with last year? Did you give joy, and find it in overcoming all this? Who helped you? Send them a valentine like you did in school days. Yes, this is the designated LOVE month. My aunt who lived to 95 had this sign in her kitchen (probably to remind her when she was impatient with my uncle) - LOVE bears all things, **Believes** all things, **Hopes** for all things, and **Loves Always!** This month's new **LOVE** is grasping a new born “gig economy.” Yes, now do you love what you still do, or don't do it! Sell it **DIRECT!**



## ONE OF OUR MISSION STATEMENTS FOR OWLS IS LOOKING OUT FOR YOU AND IS KEEPING YOU EMPLOYED!

Shovel ready?

OWLS if our attitude changes to:

"I would LOVE to help you X..." We are "The N.O.W. employees" (New Orientation for Work) which is ongoing "adaptation" to future difficult situations for all ages to consider. With our talents, experience, and skills we have a lot to offer in "gigs." Our "Certification Process" was hard times, hard lessons, and mostly smart moves.

**Bad News:** Computer screenings for jobs can be a frustrating waste of time as companies use various tools to screen OWLS over 45 out, guessing your age to keep you from using wisdom and experience. In The "Gig" economy, a company can now avoid benefits, expensive layoffs, legal costly dramas, and high costs. Maybe this does explain why "small businesses" are over 89% (2016) in our American economy, with less than 20 employees, and 97.7% less than 500. AMAZING? You might need to hire yourself. Add value to what you have to offer with concrete examples and specific capabilities in a service economy.

**FIRST STEP.** This has to be a "takeover" not a "makeover" for us. If you are now a "gig" you bring your unique talents and personality to the workplace. Be careful now about selling *experience*. The future thinking is that companies don't need that experience today with AI robots—artificial intelligence and fuzzy logic (programs like— GPS). Don't waste time filling our multi-page applications telling your life's story. Network. Sell new energy, knowledge, interests, and motivation first! Make the paperwork the last step like it *used to be*.

**Amazing and Ironic:** To deal with a biased "Gig" economy, young people with no experience are even dyeing their hair gray to suggest they do have desired skills. Many don't. Mentor them.

**GOOD NEWS:** Your "gig" can be very carefully managed work without the long commutes. You can advertise your gig at various Chambers of Commerce or through networking groups.

**USE MY MANTRA:** *I can help you get it done! I can help you with accuracy and speed. I can help you build better working relationships top to bottom, in "white space" cross-functionally. I can help you coach these younger staff members in the "tacit knowledge zone" (undocumented secrets)—in ways to save both real money and heartaches.*

**CONSEQUENCES:** The Family Leave Act may now cause overt discrimination against workers in their 40's-50's just based on research they will be soon be caregivers and distracted from work. Even if you are a middle-age orphan, they will worry about anxiety, your drug use, or your pet-care. Why would you want to work under these conditions? *If you think slavery was bad, being in a faceless meat market, thinking about your last "sell date" is even worse, psychologically.*

**SOLOS: DO NOT DESPAIR LOVE IS IN THE AIR—***Keep connecting with people, attend lectures on business topics related to skills, write articles online, join Chambers of Commerce, and meet younger employees of companies where you would like to work after researching the best places in your area.*

Your basic Gig? Staying useful and feeling love in your own eyes. *If you are still dating in today's single senior world, don't give up on love. Just don't lose YOUR head. Keep your heart on alert. They could be after your Trust, not your trust.*



**Next month:**

**The Robots are coming!**

**The use of Technology products for an aging population in healthcare, living, and transportation, and new scams and "spam" to avoid and digest.**



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