



## usOWLs.com *LookOut*

### 2013 On-going Resolutions

Time to Focus on all your years—"There is nothing new under the SUN?". . . Hey, there is YOU! You have never done today before, or tomorrow on life's highway.



We wish you a Happier 2013! Visit "The OWLworks™" programs which you can attend online, or invite us to do a workshop for you and your friends or associates . . . On your mark, get set, GO into 2013 with a new attitude and do more of what you have been enjoying doing lately. Insight: Yes, FORESIGHT rather than hindsight is the key to happiness. Tell yourself: Now is the time to use my talents and desires to move my life forward. Let the [usowls.com](http://usowls.com) help you get there.

20/20 hindsight (like resolutions) may teach us some things, but it may just sink us with guilt. Finally, I figured it out—one thing that ages us is looking in the rear view mirror, instead of looking at what is possible through a much larger windshield of life. It is futile to keep trying to look at your own backside. You know it is there, and most of the time you are sitting on it, or sitting out your life. Maybe our sight gets worse because we spend too much time in retroactive worrying with these kinds of "self talk": I should of, I could have . . . Why didn't I . . . ? Bet you didn't know . . . While we actually have more binocular vision (3D) than an owl (140% to 70%), this could be making us look around too much at "what others are doing or thinking." On the other hand, an owl stays focused on what's ahead, sees through darkness, flies. An owl cannot roll its eyes (like we do when someone suggests something new or fun), and cannot even move them, but owls turn their heads 270 degrees to our 180.\*

Looking back, what do I see? In my life I have made millions! Millions of pieces of paper,

millions of ideas on lists, millions of copies of things I could not even find if I wanted to. Such is the state of our future decades if we are not vigilant. I am STILL working on resolutions I made years ago—to be more patient, not to take a bite out of someone else's rotten apple, not to waste energy on things others can do better, to drop the rope in tug-a-wars with other's egos, not to buy things I do not really need and will probably misplace, to spend more time on causes that matter. We at usOWls will help you explore the possible and avoid the "terrible." We want to see all the possibilities right in front of you now. As far as I can tell, I still have old unmet resolutions. Now, my "sense of humor" has teamed up with my desire for meaningful change, and they are working together. In 2013 I am going to do less of anything that really saps my energy and avoid people who do.

How about YOU?

*Michele Jackman, MSW, MA – Chief Executive Officer and Marketing Director – usOWls*

\* For more information about birds go to [The Owl Pages](#)

## usOWls is Crying Foul!

### Have you seen this email?

#### When Does One Stop Driving

How do you know when it is time to "hang up the car keys?"

I say when your dog has this look on his face!

A picture is worth a thousand words!  
I bet you will send this one on . . .

It made me smile too!



---

So, are you smiling? usOWls.com is committed to breaking the stereotypes of aging. Michele says, "I do not approve of this type of stereotyping. The dog is obviously photoshopped. She looks pretty cool. The issue is *what older drivers need to be safer.* "

Ageism is discrimination or unfair treatment based on a person's age. It can impact

on someone's confidence, job prospects, financial situation and quality of life. It can also include the way that older people are represented in the media, which can have a wider impact on the public's attitudes.

[usOWLS.com](http://usOWLS.com) is on the look out for articles that discuss ageism and the stereotyping of people over a certain age. For some interesting reading go to **Crying Foul!** at [usOWLS.com](http://usOWLS.com).

*Lou Thompson – Director of Creative Technology – [usOWLS](http://usOWLS.com)*

## [usOWLS.com](http://usOWLS.com) Ageism at the Store

### I May be Older, but I'm Not Stupid

Since this month's newsletter is on ageism, I thought I would share my experience as an over-65 person purchasing a new computer.

I went into a well-known electronic store to buy a new iMac. I usually buy my devices on line, but since this company offered points for merchandise and the price of the iMac was the same, I thought I would buy it at the store. Understand, I have been an IT person, owned many PCs, and currently create websites, as well as act as the troubleshooting person for my friends and family.



So, I entered the store and went directly to the computer section. I waited five minutes for a salesperson. While waiting, one of clerks assisted a younger person who arrived to the service area after me. Finally, I was able to hail down another salesperson and told him I wanted to purchase an iMac.

He looked at me as if I was kidding then started to explain that maybe I needed a simpler Apple product such as an iPad Mini. I told him, "No, I want an iMac 27-inch with 32GB memory." Again, he looked at me as if I crazy. After further conversation, he reluctantly sold me the iMac; however, not without trying to sell classes (which he thought I undoubtedly needed). He also offered to sign me up for an in-home setup.

Before leaving the counter, I told the salesperson that just because a person is over a certain age it does not mean that they are computer illiterate and incapable of performing tasks just as well as a younger person.

Had I not wanted the "points" for merchandise, this store would have lost a customer. I hope that since so many "baby boomers" are now retiring, companies will provide customer service training which includes a lesson on ageism.

*Patricia Brem, MBA, MA – Chief Operations Officer – usOWLs*

usOWLs.com is looking out for you . . . spiritually, mentally, and physically . . . with tips for living, working, retiring, and traveling. We hope you'll join us on the ride!  
Sincerely,

Michele Jackman  
*Chief Executive Officer and Marketing Director*

Patricia Brem  
*Chief Operations Officer*

Lou Thompson  
*Director of Creative Technology*

[Visit usOWLs.com](http://usOWLs.com)

Tell three of your friends about usOWLs.com



**If you want to join usOWLs.com Newsletter mailing list,  
go to the [sign-up page](#).**