

THE NATIONWIDE STANDARD

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"We are committed to being the foremost provider of accurate information and quality customer service at a competitive price for our clients."



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HAPPY 2016 NEW YEAR!

As we close out 2015 and reflect on the many issues of our times, one nagging sore spot that is emerging to the forefront is the issue of pay inequality, the stagnant wages of the middle class, and the debate over raising the minimum wage. We wonder if this issue arises amongst World Leaders?



The Chinese president's salary hardly seems believable, but it kind of makes one feel better about their own paycheck. In fact, many of these figures almost seem low, considering the weight of the responsibilities these people bear, but keep in mind almost everything else in their and their family's lives is covered on the country's expense: food, lodging, transport, security, etc. And if you include the connections, opportunities, and securities they gain during their tenure as their country's leader for their ongoing careers *afterwards*, then you can truly appreciate that their compensation is actually almost limitless.

Here's hoping all of your fortunes improve with the coming of the New Year and beyond. Just remember: you can't take it with you and you don't have much if you don't have your health and the companionship of those that love you.

Quote for the Quarter

"Man sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present. The result being that he does not live in the present or the future. He lives as if he is never going to die and then dies having never really lived." (14th Dali Lama, Present)

How Animals See

"None of us can resist thinking that we can imagine what another animal is thinking," says Thomas Cronin, a professor at the University of Maryland who studies visual physiology.

While guessing animals' thoughts is a fantasy, looking at the world through their eyes is possible. All eyes have types of photoreceptors known as cone cells, which are sensitive to the colors. A different type of photoreceptors, called rods, detect small amounts of light. By knowing what types of photoreceptors an animal has (through dissection), it is possible to determine how they visually perceive the environment.

HUMANS: For comparison's sake, humans are trichromats. Our eyes have three types of cone cells, which are sensitive to the colors red, green, and blue. A different type of photoreceptors, called rods, detect small amounts of light; this allows us to see in the dark.

Humans can only see a very narrow range of the Electromagnetic Spectrum, the portion of which we call "visible light". To the right of this spectrum, past visible red, comes Infrared, Microwaves, FM Radio Waves, AM Radio Waves, and then Long Radio Waves. To the left of visible purple comes Ultraviolet, then X-Rays, and then Gamma Rays.

Human vision is among the sharpest of all animals, thanks to densely packed cones at the center of our retina.

CATS: Cats are dichromats; they have only two kinds of cones in their retinas. They see with red-green colorblindness, meaning everything that is red or green to us is not seen as such for cats. They would see such colors as a shade of yellow, tan, or grey.

The cat's eyesight has a lower resolution than our own, which means it sees objects slightly blurrier than we do. A cat's daylight vision is about six times blurrier than ours. However, cats have more rods than humans, so by moonlight, the advantage is reversed.

BEES: Bees are trichromats like humans. But instead of red, green, and blue, their three types of photoreceptors are sensitive to yellow, blue, and Ultraviolet light. The ability to see Ultraviolet light lets bees spot patterns on flower petals that guide them to nectar. Bees have compound eyes composed of thousands of lenses, but they have extremely low resolution, resulting in extremely blurry vision.



BIRDS: Unlike humans, birds are tetrachromats. They possess four types of cone cells, letting them see red, green, blue, and Ultraviolet together. The sharpness of their eyesight is comparable to humans, though a few birds of prey have sharper vision. A large eagle sees with about 2.5 times the resolution that humans do.

RATTLESNAKES: Rattlesnakes have low-resolution color vision during the day, but plenty of rod cells for a boost at night. What makes them unique is their ability to sense the Infrared spectrum of light.

The rattlesnake has a pair of holes on either side of the snout between the eye and the nostril called 'Pit Organs'. Suspended in each pit is a thin membrane that detects heat. Nerve cells connected to this membrane allow the snakes to transform infrared light into nerve signals. Humans have the same receptor, but in us it triggers our pain response to certain spicy foods.

In rattlesnake, the brain merges the information from the pit organs with information from the eyes so that a prey's thermal image is overlaid on the visual one.

CUTTLEFISH: A cuttlefish is a cephalopod, like a squid, octopus, or nautilus. Cephalopod eyes have no blind spot, and the pupil of a cuttlefish is shaped like a 'W'. Cuttlefish have blurrier vision than us, and even though they can change the color of their skin, they themselves are totally color blind, seeing only shades of grey. Unlike humans, cuttlefish can tell the polarization (orientation) of light waves. We can imperfectly simulate this with sunglasses.

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Martin Luther King Jr Day, 1/18

"Our lives begin to end the day we become silent about things that matter."
~ Martin Luther King Jr

Groundhog Day, 2/2

"This is one time where television really fails to capture the true excitement of a large squirrel predicting the weather."
~ Phil (Groundhog Day)

Valentine's Day, 2/14

"When love is not madness, it is not love."
~ Pedro Calderon de la Barca

Presidents Day, 2/15

"Believe you can and you're halfway there."
~ Theodore Roosevelt

Daylight Savings, 3/13
Spring Forward

St Patrick's Day, 3/17

"A best friend is like a four leaf clover: hard to find and lucky to have."
~ Author Unknown

Easter, 3/27

"It is the hour to rend thy chains; the blossom time of souls."
~ Katherine Lee Bates

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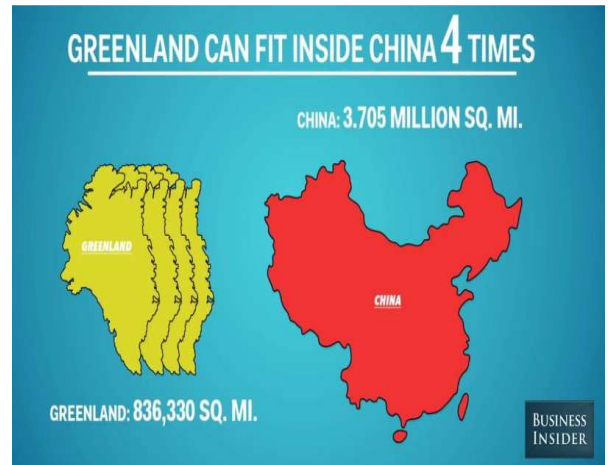
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10 of the Most Ridiculous Lies People Have Told on their Resumes

Source: CareerBuilder

Here are some of the most ridiculous and unusual lies hiring manager said they've ever caught on a resume:

- Applicant included job experience that was actually his father's. Both father and son had the same name (one was Sr., one was Jr.).
- Applicant claimed to be the assistant to the prime minister of a foreign country that doesn't have a prime minister.
- Applicant claimed to have been a high school basketball free throw champion. He admitted it was a lie in the interview.
- Applicant claimed to have been an Olympic medalist.
- Applicant claimed to have been a construction supervisor. The interviewer learned the bulk of his experience was in the completion of a doghouse some years prior.
- Applicant claimed to have 25 of years of experience at age 32.
- Applicant claimed to have worked for 20 years as the babysitter of known celebrities such as Tom Cruise, Madonna, etc.
- Applicant listed three jobs over the past several years. Upon contacting the employers, the interviewer learned that the applicant had worked at one for two days, another for one day, and not at all for the third.
- Applicant applied to a position with a company who had just terminated him. He listed the company under previous employment and indicated on his resume that he had quit.
- Applicant applied twice for the same position and provided different work history on each application.



Did You Know?

A comparison of the size of territories in the world:

- 3 Texas can fit into 1 Greenland
- 4 Greenland can fit into 1 China
- 6 Italy can fit into 1 Alaska
- 3 Europe can fit into 1 South America
- 1 Antarctica can fit into 1 South America
- 1 Australia can fit into 1 Brazil
- 2 United States can fit into 1 Russia
- 2 Russia can fit into 1 Africa
- Over 400 Monaco, the 2nd smallest country in the World, can fit into 1 New York City





Just For Laughs

Need a Toothbrush?

The top toothbrush salesman at the company was asked by his boss how he managed to sell so many brushes.

He replied, "It's easy" and he pulled out his card table, setting his display of brushes on top.

He told his boss: "I lay the brushes out like this, and then I put out some potato chips and dip to draw in the customers."

He laid out his chips and dip. His boss said, "That's a very innovative approach," and took one of the chips, dipped it, and stuck it in his mouth.

"Yuck, this tastes terrible!" his boss yelled.

The salesman replied: "IT IS! Want to buy a toothbrush?"

Seeing is Believing?

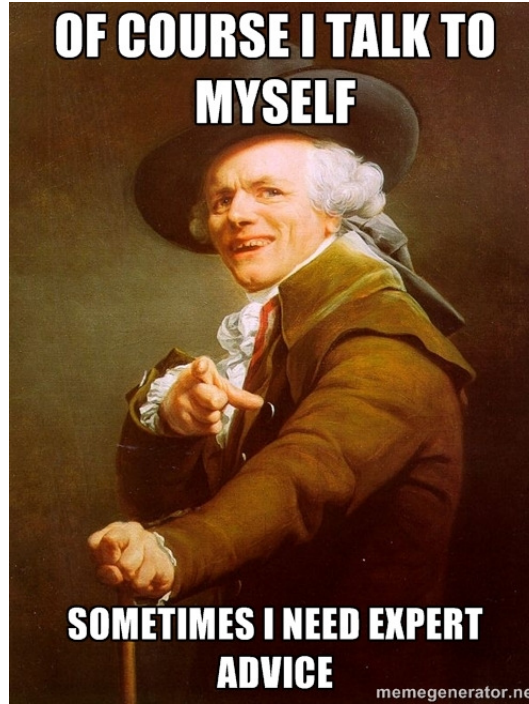
"No, no, no!" said the enraged businessman to the persistent salesman. "I cannot see you today!"

"That's fine," said the salesman, "I'm selling spectacles."

Underperformer Contest

A sales manager was addressing an underperforming sales force at the start of a new month:

"We are going to have a sales contest this month. The winners will get to enter next month's contest."



The Tale

Ditch the 'Experts', Part II

"Expert wisdom usually turns out to be at best highly contested and ephemeral and at worst flat-out wrong... we live in a time of acute frustration with experts, even as many of us remain dependent on them and continue to heed their advice...we happen to be complex creatures living in a complex world, so why would we expect answers to any questions to be simple... in particular, the problems that lead us to turn to experts — how can we be healthy, wealthy and fulfilled; how can we get our businesses and nation to flourish — tend to be bound up in extraordinarily high levels of complexity."

~ David H. Freedman, *Wrong: Why Experts Keep Failing Us and How to Know When Not to Trust Them* (2010)

WORD WEIRD

FINNIMBRUN: a figure of speech consisting of the use of the name of one thing for that of another of which it is an attribute or with which it is associated (as "crown" in "lands belonging to the crown").

ETYMOLOGY:

Latin *metonymia*, from Greek *metōnymia*, from *met* a- + *-ōnymon* -onym. First Known Use: 1547.

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