

Column Five

Advertising
United States

View the full portfolio at <http://www.thecreativefinder.com/columnfivemedia>

Professional Experience and Curriculum Vitae

Column Five produces world-class creative work that informs, engages, and inspires - communicating complex information through great design. We delight our clients by creating a vision for our partnership and setting measurable goals to define our success. We surround ourselves with people we respect and enjoy - building meaningful and lasting relationships with both clients and each other. We are proud to build a company that supports our lives and challenges us to grow.

Previous Clientele

GOOD
Esquire
Mint
Get Satisfaction
Namesake
Flowtown
Hunch
Miller-McCune
Nokia
MySpace
Sonos
KISSmetrics

Awards and Accolades

Please kindly get in touch for more information.

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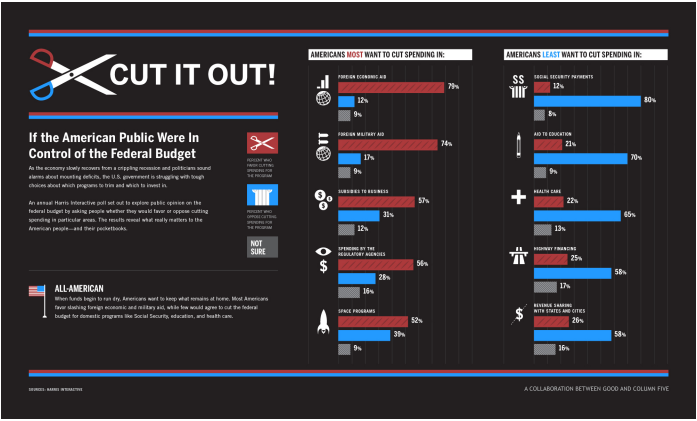
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AUDIT MISCONCEPTIONS

WHAT EXACTLY IS AN AUDIT, AND HOW LIKELY ARE YOU TO RECEIVE ONE?

Many taxpayers are afraid of an IRS agent showing up on their doorstep, but get your mind at ease. History shows that only 1 percent of individual taxpayers receive an audit every year and most of these audits are sent via mail, simply requesting backup documentation.

Chances of being audited

The IRS received 80 million returns and audited only 1.7 million of these in fiscal year 2010. However, only 1 percent of the majority of individual earners are audited.

TOTAL NUMBER OF IRS AUDITS ON INDIVIDUAL TAX RETURNS FY 2009-2011

Year	Total returns filed prior C/Y	Total audits conducted	Percentage audited
2009	136,949,670	1,425,688	1.03%
2010	142,823,105	1,561,394	1.11%
2011	140,837,499	1,564,690	1.11%

AUDIT RATES BY TAX FILING TYPE, FY 2010

Audit Probability	Individuals	Number of Audits
8.4%	Individuals earning over \$1 million	22,474
2.7%	Individuals earning \$200,000-\$1 million	120,481
1.7%	All individuals	1,561,394
1%	Individuals earning under \$200,000	1,425,688

Audit Probability	Businesses	Number of Audits
14.7%	Corporations with assets over \$50 million	10,307
0.9%	Corporations with assets under \$50 million	79,227
0.6%	All businesses	95,047
0.4%	S corporations and partnerships	26,733

The IRS likes to go after big corporations, and for good reason

Audits of large companies with assets over \$50 million...

recovered \$4.6 billion in 2009

Audits of all other companies recovered \$4.6 billion.

MONEY RECOVERED WHEN BIGGEST AUDITING

Category	Amount
Large* companies	\$9,334
Small/midsize companies	\$1,098

*assets over \$50 million

Types of Audits: Not All Should Be Feared

Most audits are conducted via mail. Taxpayers may think they are being audited, but are just receiving an adjustment on their taxes. There are also examinations, which are audits by mail, but just request backup documentation.

In 2010, 78 percent of those audited dealt with the IRS via mail correspondence, while 22 percent came in for an in-person exam.

- The Mail Audit**
The IRS will send a letter simply requesting an explanation or additional information and backup documentation. While not an audit, you may receive an "Automatic Adjustment Notice" that simply states that the amount of taxes you owe the IRS was adjusted.
- The Interview Audit (Examinations)**
In very rare cases, a taxpayer may be required to appear at an IRS office with the receipts and backup documentation to support their tax report.
- The Field Audit**
The IRS sometimes field audit at a select few taxpayer homes or businesses. This is the usual form of audit for small businesses or businesses operated from home.
- The Correspondence Audit**
This will usually require you to provide information, supporting evidence about very specific claims made on your tax report, or a check for unpaid taxes.

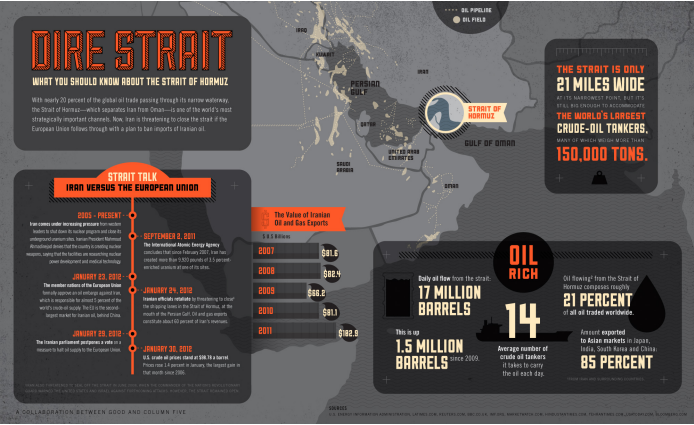
SOURCES: IRS, ENR, TAXSTATA.INTERNET.COM, ENR

THE CREATIVE FINDER

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WHAT not TO WEAR TO STORES

Customers mistake other customers for retail employees all the time. Everyone has had a stranger ask them where something is at one point or another. Here's a quick guide of what to expect if you accidentally wear a store's uniform while shopping.

STORE : TARGET

What They Sell: General merchandise
What You're Wearing: Red shirt and a vest
What They Might Ask You: "Hi, I'm looking for light bulbs, pencil sharpener, and... where are you getting candy?"



STORE : BEST BUY

What They Sell: Electronics
What You're Wearing: Blue polo shirt and an unbuttoned shirt
What They Might Ask You: "Do you have that new wear game? My son really wants it, but I can't remember the name. Do you know which one he's talking about?"



STORE : WALMART

What They Sell: Clothing and accessories
What You're Wearing: Blue vest and a blue shirt
What They Might Ask You: "Is there a McDonald's at this location?"



STORE : URBAN OUTFITTERS

What They Sell: Casual
What You're Wearing: Casual
What They Might Ask You: "Where are your right fitting sneakers and slippy jeans?"



STORE : NORDSTROM

What They Sell: Clothing and accessories
What You're Wearing: Checkered shirt and a vest
What They Might Ask You: "Why is this shirt short \$80?"



STORE : MACY'S

What They Sell: Clothing and accessories
What You're Wearing: Apple sweater and a short-sleeved shirt
What They Might Ask You: "Are any of the expensive ones down?"



STORE : HOME DEPOT

What They Sell: Home improvement tools
What You're Wearing: Orange shirt and a blue vest
What They Might Ask You: "I'm trying to fix my kitchen. Can you point me in the right direction?"



STORE : COSTCO

What They Sell: Bulk merchandise
What You're Wearing: Red shirt and a blue vest
What They Might Ask You: "Where's your Tip Rascal? I need 100 packages."



STORE : APPLE

What They Sell: Computers
What You're Wearing: Red shirt and a blue vest
What They Might Ask You: "Can I buy an iPhone here?"



STORE : HOT TOPIC

What They Sell: Clothing, accessories, etc.
What You're Wearing: Red shirt and a blue vest
What They Might Ask You: "Do you guys have any shirts of that one singer (one from the 1980s age)?"



Be careful what you wear to the stores you love, or you might have to run a price check.

Hallway

hallway.com/compare

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helpdesk 656.227.2902, fax 656.227.0213

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THE Gamification OF EDUCATION

Statistics:

- Gameplay quickly exhibits persistence, risk-taking, attention to detail, and problem-solving, all behaviors that ideally would be regularly demonstrated in school. — *Education Week* (2017)
- 1.2 MILLION STUDENTS in the U.S. had played a game in the last year. — *Association for Educational Games* (2014)
- 28 OVER 5 MILLION people have used Duolingo to learn a new language. — *Statista* (2019)
- As a result, we spend 3 billion hours a week playing video and computer games. — *Statista* (2019)

What elements of gaming can we harness for educational purposes?

PROGRESSION — See success via visualizing incrementally

INVESTMENT — Feel pride in your work in the game

CASCADING INFORMATION THEORY — Unlock information continuously

According to the MIT paper, "Motoring Learning Games Forward," games in schools today can be used as...

- Authoring Platforms:** Games are used to produce or scaffold, but not deliver, content. (e.g., Scratch, Twine, or Storyline)
- Custom Systems:** Games deliver content about a particular subject area.
- Simulation:** Students use games to see theories about the world and interact with variables.
- Trigger Systems:** Games are used as a trigger point for the classroom.
- Technology Gateways:** Students use games to learn about technology.
- Examples of Point of View:** Games allow students to take on different identities.
- Discovery:** Students use games to discover their learning process and reflect on it.
- Research Assignments:** Students design games themselves and, in doing so, research the subject matter of the game.

A Short History of Gamified Learning

Timeline:

- 1980:** The first handheld, coin-slotted videogame console, the **Atari 2600**, is released.
- 1985:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 1988:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 1990:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 1995:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 2000:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 2005:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 2010:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 2015:** The **Atari 2600** is the first handheld console to have a **video screen**.
- 2020:** The **Atari 2600** is the first handheld console to have a **video screen**.

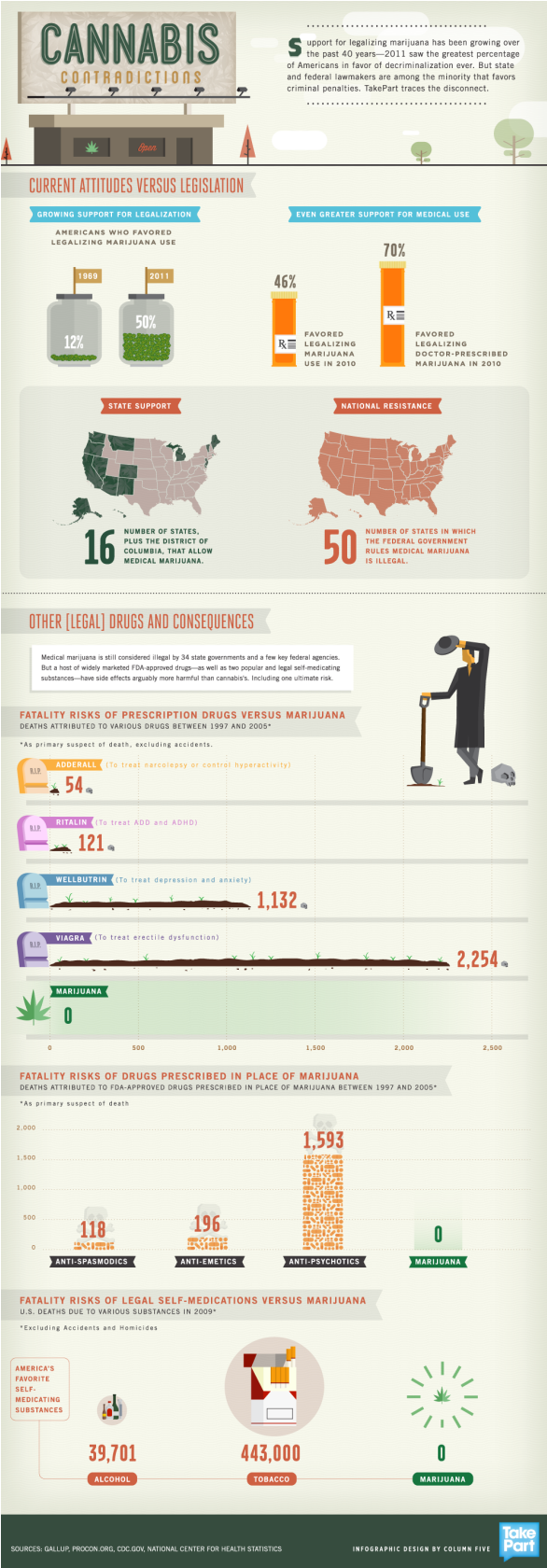
EDUCATIONAL PURPOSES OF GAMIFICATION

- Engagement:** Games are used to engage students in learning.
- Assessment:** Games are used to assess student learning.
- Feedback:** Games are used to provide feedback to students.
- Collaboration:** Games are used to encourage collaboration between students.
- Problem Solving:** Games are used to develop problem-solving skills.
- Communication:** Games are used to improve communication skills.
- Teamwork:** Games are used to build teamwork and leadership skills.
- Resilience:** Games are used to build resilience and perseverance.
- Self-Directed Learning:** Games are used to encourage self-directed learning.
- Personalized Learning:** Games are used to provide personalized learning experiences.
- Formative Assessment:** Games are used to provide formative assessment.
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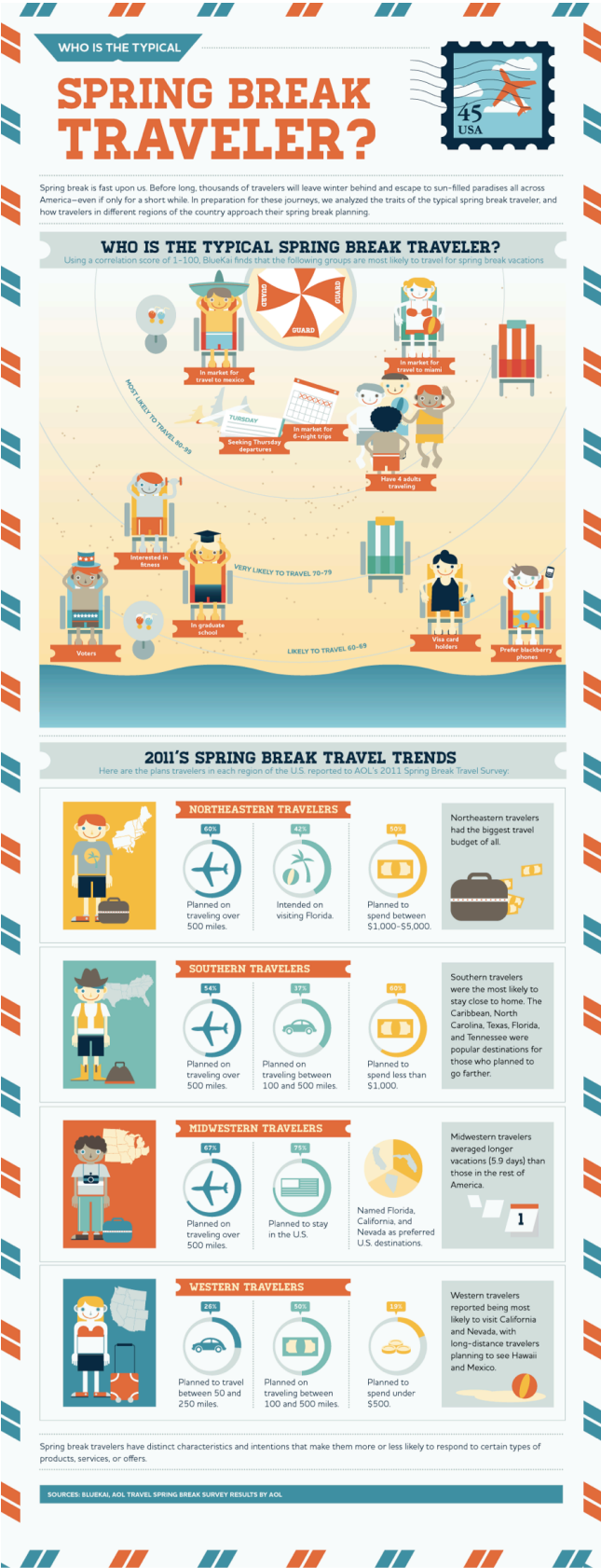


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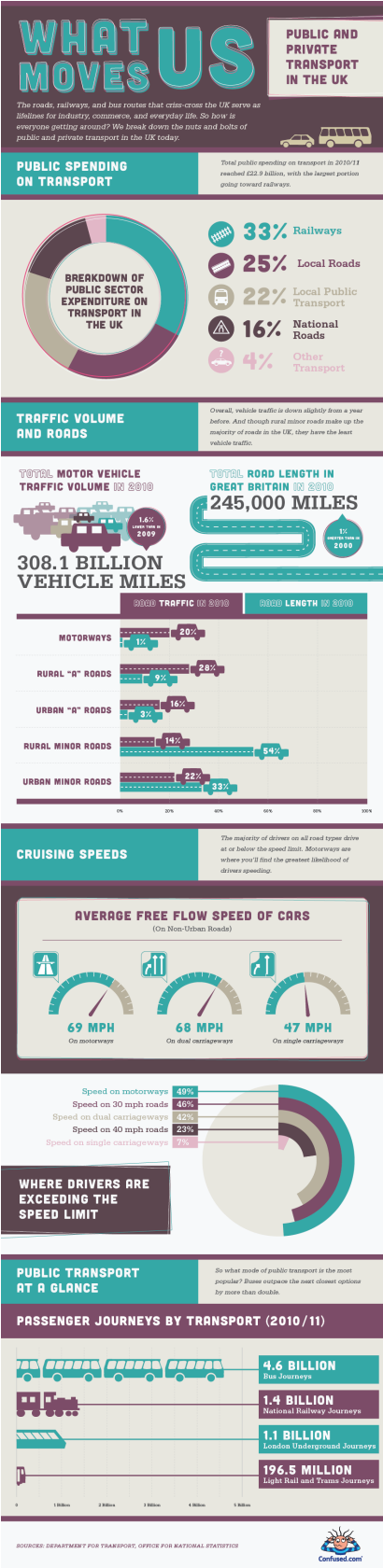
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PEOPLE LIKE CHICKEN NUGGETS
& Other Things We Learned from Facebook

January was a great month for Digg, with Facebook-related traffic up 27 percent in January over December, and a 34 percent increase in page views—the highest it's been since October of last year. It also ranked the last month we could still find favorite stories in the Facebook Timeline using our Digg Social Reader.

At Digg, we're so interested about it, we even have our Digg, chin, head, and body. So, if you're not interested about people on our network in a meeting about that, maybe, we have found the most compelling data has to be a new Facebook Timeline.

Using our Digg Social Reader, we've uncovered that people like technology, chicken nuggets, and *Anti-Circumvention*. Like a cocktail party conversation on the Facebook Timeline includes mainly safe topics, leaving politics and religion to home.

Unfamiliar by optimization or online trends for publishers use to drive traffic to their site. Facebook uses the most likely to represent popular sentiment. A suitable business context is taking effect, and we're just getting started!

TOP 10 STORIES

#1 **TECHNOLOGY**
PPA SUPPORT COLLAPSES, WITH 12 NEW SENATORS ADDED
Highlights: An opposition to the PPA, not even close to the facts. 12 senators, but 12 of whom were former congressmen of the act, withdrew their support.

#2 **TECHNOLOGY**
HERE ARE THE BEST (PHONE AND) IPAD APPS YOU MISSED THIS WEEK
Highlights: These are the best iPhone and iPad apps of the week.

#3 **ENTERTAINMENT**
MYSTROUS HOSTS JAMIE HYNEMAN AND ADAM SAVAGE AND THEIR MINI DOUBLES
Highlights: Special effects experts Jamie and Adam not just their miniature double models on two programs of the episode "Mystic Inconceivable Alaska."

#4 **TECHNOLOGY**
JACK DORSEY: TWITTER IS NOT REALLY SOCIAL
Highlights: Twitter co-founder and Executive Chairman Jack Dorsey says social is only a piece of the Twitter pie.

#5 **LIFESTYLE**
15 YEARS ON NOTHING BUT CHICKEN NUGGETS
Highlights: 17-year-old Dorsey knows how the low-fat chicken nuggets before he could even pronounce the words. Doctors were his diet for poor health, but a 15-year addiction is not easy to break!

#6 **WORLD NEWS**
ANTI-CIRCUMVENTION
BROAD DEFINITIONS
JOB KILLER
IMMUNITY
DOMAIN NAME SYSTEM BLOCKING

#7 **TECHNOLOGY**
GOOGLE WILL PROTEST SOPA USING POPULAR HOME PAGE
Highlights: Google plans to display to follow tech giants fighting the copyright bill by posting a link to our home page.

#8 **TECHNOLOGY**
APPLE LAUNCHES iBOOKS, 2 DIGITAL TEXTBOOKS
Highlights: Apple introduces a service that will allow textbook readers to create fully interactive files for Apple's iPad.

#9 **BUSINESS**
GOOGLE SAYS: "DON'T CENSOR THE WEB"
Highlights: Google warns that if PPA and SOPA bills are passed, the bill could censor the web, risk the industry's trust of innovation and job creation, and risk nothing to actually stop piracy.

#10 **TECHNOLOGY**
HOW AND WHY ANONYMOUS TOOK DOWN THE FBI'S WEBSITE
Highlights: After shutting down the sharing service Anonipal.com, the FBI got in trouble if it uses machines.

TOP 10 STORIES PUBLISHED BROKEN DOWN BY CATEGORY

Category	Percentage
TECHNOLOGY	60%
WORLD NEWS	10%
LIFESTYLE	10%
BUSINESS	10%
ENTERTAINMENT	10%

TOP 100 PUBLISHED READS BY CATEGORY (GRAND TOTAL: 21,385)

Category	Count
TECHNOLOGY	5,086
WORLD NEWS	2,060
LIFESTYLE	951
BUSINESS	785
ENTERTAINMENT	474
SCIENCE	368
POLITICS	326
SPORTS	244
GAMING	72

HIGH-LEVEL TRENDS (% OF READS BY TOPIC)

Category	Percentage
TECHNOLOGY	44%
WORLD NEWS	32%
LIFESTYLE	9%
BUSINESS	8%
ENTERTAINMENT	5%
SCIENCE	3%
POLITICS	3%
SPORTS	2%
GAMING	1%

RESEARCHED BY: RESEARCH PAPER PROJECTS

DATA SOURCE: PAGES OF PAGES (LAST UPDATED: 2012)

COLUMBUS FIVE

digg

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THE CHEESY WORLD OF MUSIC VIDEO CLICHÉS

Do you fancy yourself a music video aficionado? See if you can recognise some of these best (and worst) music video clichés.


HIP-HOP & RAP



Jay-Z & The Black Keys - The Middle 81,386 views

Who:	What:	Where:	Wear:
<input checked="" type="checkbox"/> Scantily clad women	<input checked="" type="checkbox"/> Bottle of expensive liquor	<input checked="" type="checkbox"/> In a dark club	<input checked="" type="checkbox"/> Sunglasses indoors
<input checked="" type="checkbox"/> Men in designer dupe	<input checked="" type="checkbox"/> Fancy cars	<input type="checkbox"/> On an exotic beach	<input checked="" type="checkbox"/> Oversized jewelry
<input type="checkbox"/> Children with extremely good dance moves	<input checked="" type="checkbox"/> Stacks of cash	<input type="checkbox"/> On a yacht	<input checked="" type="checkbox"/> Fake nails
	<input type="checkbox"/> Helicopters	<input type="checkbox"/> On a private jet	
	<input checked="" type="checkbox"/> Cigars	<input type="checkbox"/> On top of a high-rise building	


COUNTRY



Travis Keith - Brokenback Hills 42,000 views

Who:	What:	Where:	Wear:
<input checked="" type="checkbox"/> Soldiers leaving or coming home from war	<input checked="" type="checkbox"/> American flag	<input checked="" type="checkbox"/> In or around a barn	<input checked="" type="checkbox"/> Cowboy boots and hat
<input checked="" type="checkbox"/> Blue-collar workers	<input checked="" type="checkbox"/> Pickup trucks	<input type="checkbox"/> In the open plains	<input checked="" type="checkbox"/> Flannel shirt
<input checked="" type="checkbox"/> Loyal dog	<input type="checkbox"/> Handle of whiskey	<input type="checkbox"/> On a porch	<input checked="" type="checkbox"/> Jeans
		<input type="checkbox"/> On a country road	

POP



Busta Rhies - Interpersed Love 1,234,567,890 views

Who:	What:	Where:	Wear:
<input checked="" type="checkbox"/> Talent show interest	<input checked="" type="checkbox"/> Choreographed dancing	<input type="checkbox"/> By high school lockers	<input checked="" type="checkbox"/> Windblown hair
<input type="checkbox"/> Celebrity cameos	<input checked="" type="checkbox"/> Daydreams	<input type="checkbox"/> At a pool party	<input checked="" type="checkbox"/> Rhinestones
<input type="checkbox"/> Girl next door	<input type="checkbox"/> Confetti	<input type="checkbox"/> In a convertible with friends	<input type="checkbox"/> Crop tops
<input checked="" type="checkbox"/> Androgynous lead singer	<input checked="" type="checkbox"/> Running from the paparazzi		

ROCK




Dregos Heart String - Spiral Fingers 987,654,321 views

Who:	What:	Where:	Wear:
<input checked="" type="checkbox"/> Shirtless men	<input checked="" type="checkbox"/> Epic guitar solos	<input checked="" type="checkbox"/> In a desert	<input checked="" type="checkbox"/> Tight pants
<input checked="" type="checkbox"/> Pale women	<input checked="" type="checkbox"/> Cigarettes	<input type="checkbox"/> On a rooftop	<input checked="" type="checkbox"/> Leather
<input type="checkbox"/> Carefree young people	<input checked="" type="checkbox"/> Vintage cars	<input type="checkbox"/> In the suburbs	<input checked="" type="checkbox"/> Long hair
	<input checked="" type="checkbox"/> Apathetic facial expressions	<input type="checkbox"/> In a majestic forest	<input type="checkbox"/> Red lipstick
			<input type="checkbox"/> Piercings

SOURCES: DUXUSER.COM | UKMIX.ORG | COLUMB FIVE | WISTIA

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 **HOW TO BEGIN** Now that you are familiar with each social network, the next step is to register and create your personal social media profile.

SOCIAL MEDIA AUDIENCE SIZE

Just how many people can your page reach? Below are the most recent figures on the number of registered users for each platform.

TWITTER	FACEBOOK	GOOGLE+	YOUTUBE	TUMBLR	DIGS
100 MILLION	800 MILLION	62 MILLION	490 MILLION	41 MILLION	17 MILLION

*2014 FIGURES
*DAILY USERS

 **Flowtown** In Partnership with Column Five

WWW.THECREATIVEFINDER.COM

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ARE PAPER RECEIPTS HAZARDOUS TO YOUR HEALTH?

In November, the *New York Times* reported a frightening discovery: the presence of a dangerous chemical known as "BPA" in a large number of paper store receipts. So what is BPA exactly, and how much of it are consumers exposed to through their routine shopping? Let's find out.

What is BPA?

BISPHENOL-A

Oc1ccc(cc1)C(C)(C)c2ccc(O)cc2

BPA stands for bisphenol-A, a chemical compound used in plastics.

In animal testing, BPA has been found to affect:

- Fertility
- Brain development
- Neurological functioning
- Weight control
- Behavioral abnormality

*Not everyone agrees on how much harm BPA causes humans, but some states are considering banning it in food containers for these reasons.

How Many Receipts Contain BPA?

The Environmental Working Group performed a study to determine how serious and widespread the problem was:

- 36** receipts were collected from retailers in 7 states and Washington, DC.
- 3** were from government agencies.
- 10** were from national retail and service chains.
- 1** was from a local supermarket in Colorado.

The findings

- In some cases, BPA accounted for 3 percent of a receipt's total weight.
- A recent study in *Analytical & Bioanalytical Chemistry* found BPA from receipts can penetrate skin so deeply that it cannot be washed off!

How to Avoid BPA Receipt Contamination

- Decline receipts at gas pumps, ATM machines, and stores.
- Share receipts separately in an envelope or purse.
- Avoid alcohol-based cleaners (which can increase BPA absorption).
- Use e-receipts from stores that offer them.
- Never give children receipts to play with.

Software like **Lemon®** also lets you safely dispose of receipts after scanning them from your smartphone.

While the exact harm from absorbing BPA via receipts is unknown, it certainly offers another reason to go digital!

SOURCE: THOMAS H. D'ENTRIS, A NEW YORK TIMES PAPER AUTHOR IN THE BOOK BY SPRINGERLUNDEN | PHYSICS EDITOR AND ALSO CREATOR RECEIPT SCANNER BY ENVIRONMENTAL WORKING GROUP | CREDIT: GUY CARREY / GETTY IMAGES / NEW YORK TIMES

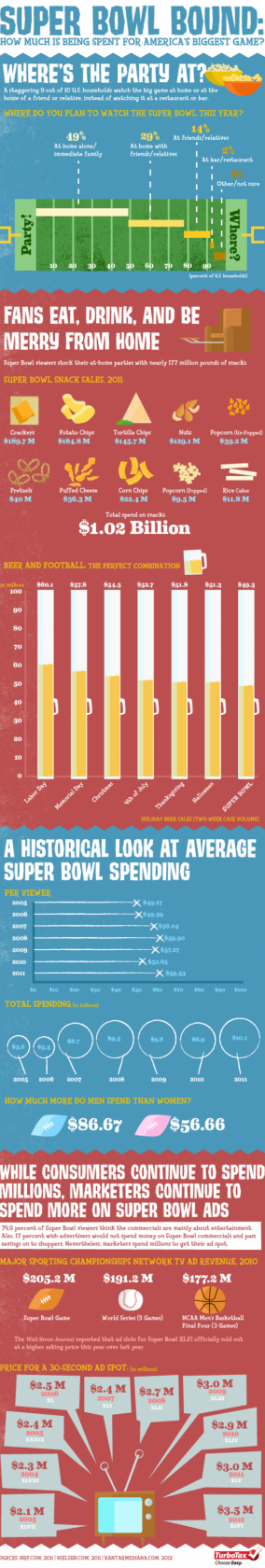
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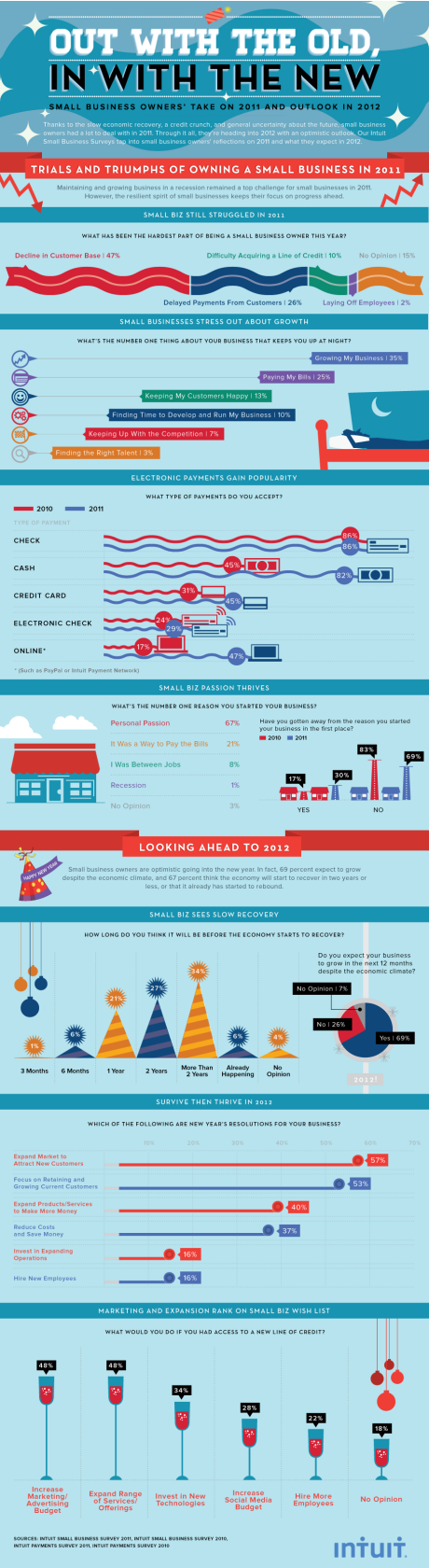
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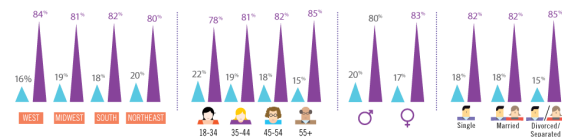
COUPONING ON DATES: CUPID OR STUPID?

SPEND OR SAVE

WE ASKED

Have you ever used a coupon to pay for dinner or another activity (e.g., a movie, other entertainment) on a first date?

■ Yes ■ No



REGIONAL MATTERS

Folks in the Northeast, at least 20 percent of them, seem to be less shy about presenting a coupon during a date than those in other regions of the country.

AGE WISE

The younger generation seems to be more open to coupons. 22 percent of women 18-34 said they have used a coupon on a date.

GENDER CALL

20 percent of men said they have used a coupon on a first date.

CURRENT STATUS

Married and single folks are equally open to using coupons. 18 percent of both said they have used a coupon on a date.

73%

of men and women admitted they would be open to going out again, even if their date used a coupon.

A REDEEMABLE LOVE?

WE ASKED

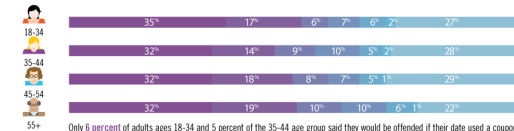
Which of the following best describes how you'd feel if someone you went on a first date with used a coupon to help pay for the date?

REGIONAL MATTERS ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



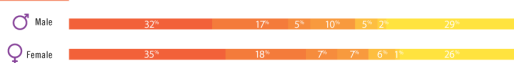
Southerners and Northerners both reported they would be impressed (18 percent) and intrigued (10 percent) if their date used a coupon.

AGE WISE ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



Only 6 percent of adults ages 18-34 and 5 percent of the 35-44 age group said they would be offended if their date used a coupon.

GENDER CALL ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



35 percent of females and 32 percent of males said they would feel indifferent if their date used a coupon.

CURRENT STATUS ■ Indifferent ■ Impressed ■ Intrigued ■ Uncomfortable ■ Offended ■ Nervous ■ Other/None



21 percent of divorced or separated individuals said they would be impressed if their date used a coupon.

70%

of singles say using coupons on a first date is smart. It seems frugality is a welcomed trait among modern daters!

GETTING THE REBATE

LET'S FACE IT



Dating in itself is difficult, but with added financial stress, your social life may be the first to suffer. Luckily, your inbox is flooded with plenty of money-saving offers, and using a coupon to get back in the swing of things can be a wise choice especially during challenging economic times. So go ahead, buy flowers with a coupon, get a restaurant deal or use an online coupon code to sign up for online dating at a discount. Even if your date isn't impressed, at least you saved a few bucks.

All data appears from an online survey of 2,852 adults performed by Harris Interactive on behalf of CouponCabin.
SOURCE: COUPONCABIN.COM



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TIME FOR TEA

THE HISTORY AND CUSTOMS OF HIGH TEA

English high-tea was considered the pinnacle of elegant and aristocratic dining, but has now made a popular comeback into everyday modern life. We examine the origins of high tea and how you can avoid making a fool of yourself at tea time.

AFTERNOON TEA

SERVED BETWEEN 2 PM & 5 PM

Afternoon tea, which is also known as Low Tea, is a formal tea sitting with pastries and cakes. It is served at a low table and is generally considered to be a ladies' social occasion.

The infographic shows a table set for afternoon tea with various items: Egg & Cress, Smoked Salmon, Finger Sandwiches (Cucumber, Salmon, Fish Paste), Scones, Lemon Slices, Cream/Milk, Tea Cup, Sugar, Teapot, Marmalade, Jam, Clotted Cream, Shepherd's Pie (or Cold Meat Pie), Bread and Butter, Jam, Belgian Chocolates, French Fancies, Finger Sandwiches (Cucumber, Ham & Mustard), Sugar, Teapot, Cream/Milk, and a Tea Cup.

HIGH TEA

SERVED BETWEEN 5 PM & 7 PM

High tea, which is now generally referred to as 'Yorkshire Wednesday', is a working class meal served at a high table. It is more hearty than afternoon tea.

The infographic shows a table set for high tea with various items: Sponge Cakes, Tartis, Finger Sandwiches (Cucumber, Ham & Mustard), Sugar, Teapot, Cream/Milk, Bread and Butter, Jam, Tea Cup, and a Tea Cup.

HISTORY OF TEA TIME

While tea has a history that spans centuries, the drink we know today has only been around in England since the 1690s.

- 1607** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1657** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1660** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1662** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1663** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1664** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1665** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1666** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1667** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1668** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1669** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1670** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1671** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1672** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1673** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1674** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1675** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1676** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1677** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1678** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1679** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1680** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1681** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1682** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1683** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1684** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1685** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1686** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1687** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1688** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1689** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1690** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1691** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1692** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1693** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1694** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1695** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1696** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1697** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.
- 1698** - The first tea was introduced to the English public by coffee houses as a medicinal aid.
- 1699** - The first tea parties were held. For ladies, this was generally considered a fashionable and enjoyable pastime during a leisurely afternoon.
- 1700** - The first tea garden was established in the English capital, where the garden was a place for the aristocracy to enjoy the tea.

HOW TO AVOID GETTING THROWN OUT OF HIGH TEA

There are many rules to follow when you are invited to a high tea. Here are some of the most important ones to remember to avoid getting thrown out of high tea.

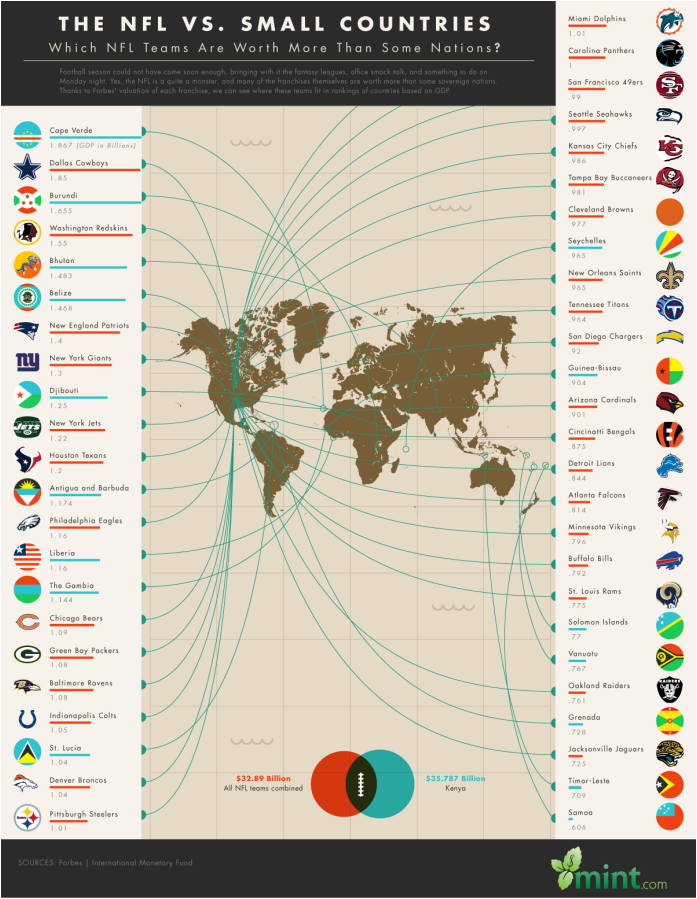
- NAPKIN** - Always keep your napkin folded diagonally in a triangle shape across your lap. Do not use your napkin to wipe your face or to clean your plate. Always keep the napkin on your lap or in your chair if you must leave the table.
- STIR AND SWIRL** - It is considered bad to stir your tea in a water container. Instead, use a spoon to stir your tea. Always keep your spoon in your cup. Do not stir your tea too much. Do not stir your tea too little. Do not stir your tea too often. Do not stir your tea too little. Do not stir your tea too often.
- YOUR TEASPOON** - When you have finished your drink, always keep your spoon in your cup. Do not put your spoon on the table. Do not put your spoon on the table. Do not put your spoon on the table.
- SCONE** - Never dig your spoon into a scone. Always use a knife to cut your scone. Always use a knife to cut your scone. Always use a knife to cut your scone.
- SANDWICH** - Sandwiches should be eaten by using your hands. Do not use your hands to eat your sandwich. Do not use your hands to eat your sandwich. Do not use your hands to eat your sandwich.
- DOGIE BAG** - The scone and sandwiches should be eaten with your hands. Do not use your hands to eat your scone. Do not use your hands to eat your sandwich. Do not use your hands to eat your sandwich.

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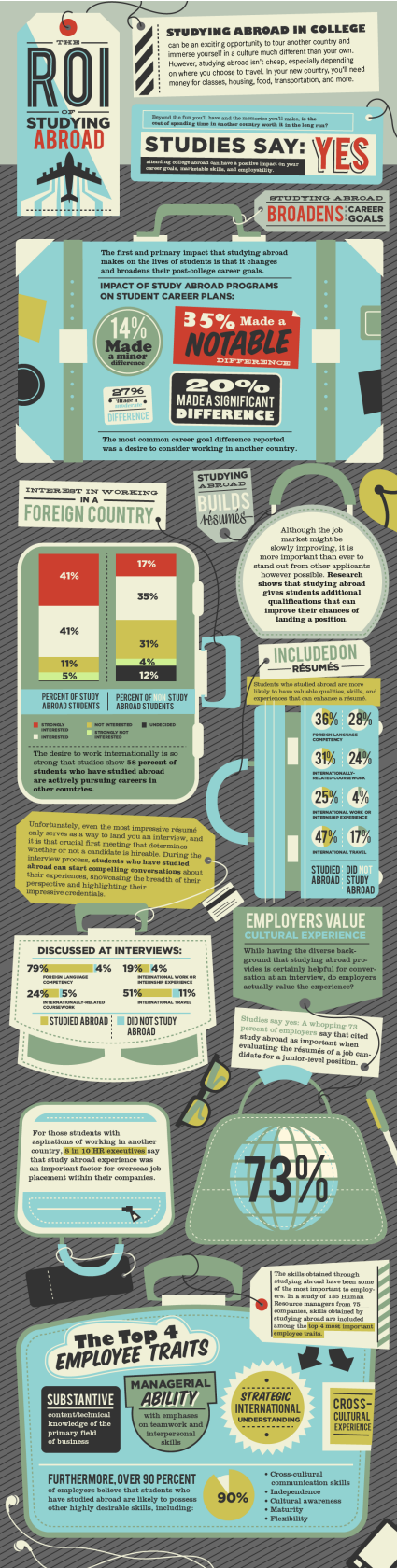
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Introduction to Nursing

THE DIFFERENCES BETWEEN LPNS, RNS, AND BSNS

If you have aspirations of becoming a nurse, you've probably wondered about the difference between nursing degrees and which type of nursing is right for you.

There are three common educational paths in nursing:

- Licensed Practical Nursing Degree
- Registered Nursing available through a Professional Nursing degree

Licensed Practical Nursing (LPN)

Licensed practical nurses provide preventative treatments to healthy patients, and administer care to patients who are ill, injured, or have special care needs. They work under the guidance of registered nurses (RNs) and primary health care providers.

EDUCATION REQUIRED

- Diploma or Associate's degree from a state-approved institution
- Pass the National Council Licensure Examination (NCLEX-PN)

Common Job Duties Include:

- Data collection
- Assist with pharmacological treatments
- Monitor catheters
- Dress wounds
- Assist with bathing and dressing

Average Salary
\$33,360 - \$46,710

JOB GROWTH

- Currently, there are 753,600 jobs for LPNs
- By 2018, employment is expected to grow 21% to 909,200

CAREER PATH: As a LPN, career advancement can be limited, and some choose to become registered nurses (RNs) to qualify for new positions.

LPNs can also earn advanced credentials to advance their careers in areas such as:

- Gerontology
- IV therapy
- Long-term care
- Specialty Educator

Registered Nursing (RN)

Registered nurses can work in a variety of settings, including hospitals, homes, schools, and community centers.

Education Required

- Associate Degree in Nursing (ADN)
- Pass the National Council Licensure Examination (NCLEX-RN)

Common Job Duties Include:

- Recording medical histories
- Performing diagnostic tests
- Assessment of patient/family overall needs
- Administering medication and treatment
- Assisting in patient rehabilitation

JOB GROWTH


- Currently, there are 2,618,700 jobs for RNs
- By 2018, employment is expected to grow 22% to 3,200,200

CAREER PATH: It is typical for registered nurses to start as bedside nurses to start as staff nurses to gain experience and then advance to new departments and responsibilities including:

- Ambulatory care nurses
- Critical care nurses
- Trauma nurses
- Holistic nurses
- Home healthcare nurses
- Medical-surgical nurses
- Perianesthesia nurses
- Psychiatric-mental health nurses
- Radiological nurses

Many RNs go on to earn their Bachelor's degree (BSN) to qualify for management positions. Those who desire to go into advanced practice can earn a master's and/or doctorate degree.

Sources: Bureau of Labor Statistics | Rasmussen

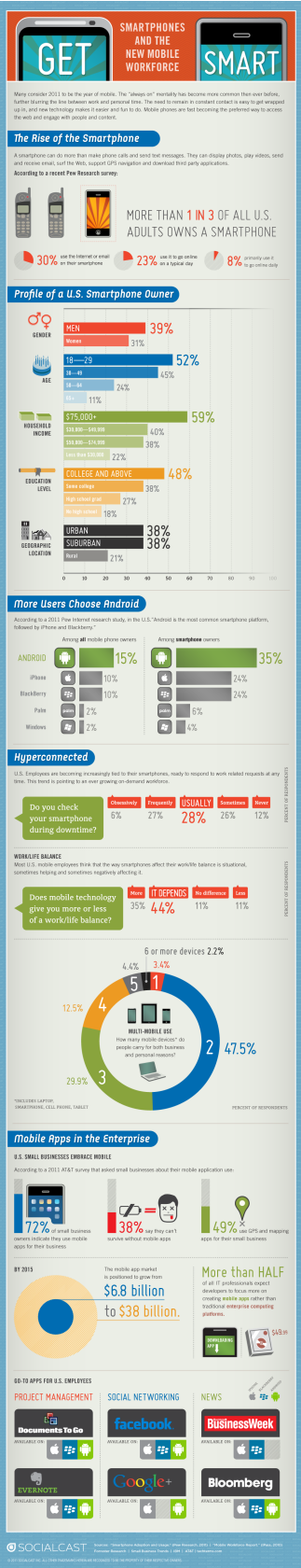


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TO TWEET OR NOT TO TWEET:

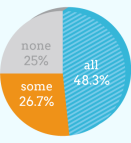
Are Companies Allowing Employees to Use Social Media in the Workplace?

Today, companies are implementing social media policies of all shapes and sizes—and it's no wonder why every month we hear of another PR disaster because of a single tweet gone awry. This has led many companies to ban the use of social media completely while employees are at work. But other companies are taking the opposite approach, believing that a generation raised on technology is more productive when allowed to use it at their own discretion.


WHAT COMPANIES ARE DOING & SAYING ABOUT SOCIAL MEDIA IN THE WORKPLACE

An informal global survey conducted by Proskauer gives us some perspective


Are all, some, or no employees permitted to access social networking sites at work for non-business use?



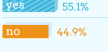
Are social networking sites actively blocked at work?




Is social media employee use monitored at work?



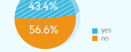
Are there policies in place in relation to social networking?



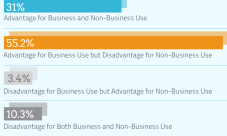
Do the policies cover both use at work and outside of work?




Is misuse of social networks an issue that has required attention?



Is there an advantage or disadvantage to your business to allow employees access to social networking sites while at work for (i) business and (ii) non-business use?



Has your business ever had to take disciplinary action against an employee in relation to misuse of social networks?




TWO MAIN APPROACHES

Most companies come at the "social media in the workplace" issue from one of two approaches. Which one fits your business?

Approach 1 "Protect Brand Image At All Costs"

This approach puts a company on the defensive as it focuses on making sure a company's brand image is not tainted by an employee tweet written in bad taste. Not only can a tweet hurt a brand, but it can put a company in serious legal trouble.

Companies that take this approach may ban social media altogether, or they may allow for limited use. But one thing is for sure, strict guidelines and policies are put in place to keep the problems to a minimum.



Approach 2: "Use Social Media to Increase Brand Awareness"

This approach puts a company on the offensive as they attempt to use their collective voice to build brand awareness. If done right, a robust and well-trained social presence is a force to be reckoned with.

To make this work, not only do companies need to implement policies in order to protect their brand, but they also need to train their employees on how to use their social presence to the company's advantage.

SOCIAL GUIDELINES AND TRAINING

Training tips to help employees on their way to tweeting properly about the business

- BE RESPONSIVE**
Nothing speaks better about a company's dedication to serving its clients and followers than timely responses. If given permission, all employees can quickly handle small issues and provide answers to questions of which they are knowledgeable.
- BE A PROACTIVE NETWORKER**
A robust social network can be a great tool for generating leads, finding new hires and even closing sales.
- RETWEET FOLLOWERS**
This simple action draws followers into your brand and creates loyal ambassadors.
- BE STRATEGIC**
Employees should avoid barraging the web with an endless stream of content, as it dilutes the power of the brand message and alienates followers.
- BOOST COMPANY MORALE**
Encourage employees to tweet about each other to boost morale. All in good fun, of course.

A COMPREHENSIVE SOCIAL MEDIA POLICY SHOULD INCLUDE THE FOLLOWING TOPICS

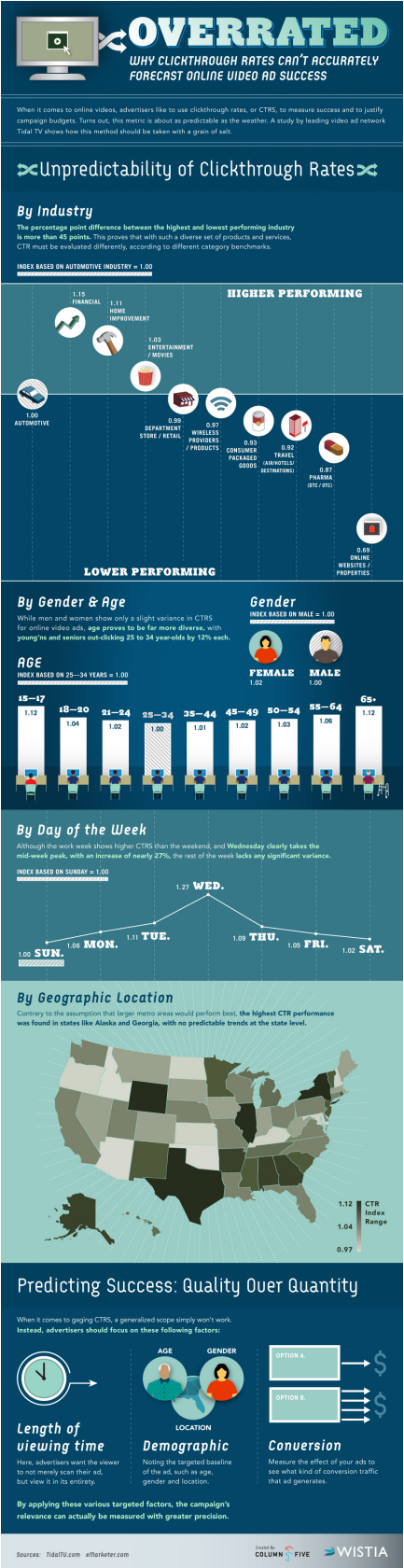
- THE DEFINITION OF SOCIAL MEDIA
- COMPANY SOCIAL MEDIA PHILOSOPHY
- POTENTIAL DISCIPLINARY ACTION TO BE TAKEN IF THERE IS FOUL PLAY
- IMPACT ON PRODUCTIVITY
- OPENLY DISCUSSING CLIENTS
- CAN PEOPLE IDENTIFY THEMSELVES AS EMPLOYEES OF THE COMPANY?

SOURCE: www.proskauer.com / sharicity.com / www.techrepublic.com / socialmediatoday.com

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