



**INSIDE
THIS
ISSUE:**

**Animal and
the Value of
Exchange** 1

**Special Offer
and Fun Facts** 2

**Tips and
Quotes** 3

**N.Cog's
Report** 4

Animals Understand the Value of Exchange

We may be **the only species that uses money**. This is an interesting distinction in and of itself. But **we are not the only species who barter**. Let us take a look at a study conducted with the Cockatoo.

A recent study at the University of Vienna's Department of Cognitive Biology crafted an experiment with the Goffin Cockatoo. This experiment was designed to test the bird's self control. The Goffin Cockatoo likes nuts and has a hierarchical bias with the cashew being the most favored followed by the pecan. The birds were allowed to pick a pecan nut and then were given the opportunity to return it after a few seconds. If they did not eat the pecan offered to them, the birds would receive **their most prized nut**, the cashew. It was observed that all of the birds used in the experiment were able to wait and trade their food for one of better quality.

The researchers discovered something extraordinary. As Alice Auersperg, one of the colleagues involved with the study reported, "*When exchanging for better qualities, **the Goffins acted astonishingly like economic agents**, flexibly trading-off between immediate and future benefits. They did so, relative not only to the length of delay, but also to the difference in trade value between the 'currency' and the 'merchandise': they tended to **trade their initial items more often for their most preferred food**, than for one of intermediate preference value and did not exchange in a control test in which the value of the initial item was higher than that of the expected one.*"

She continued: "*...**the birds were able to wait**, although they had to hold the food in their beaks, directly against their taste organs while waiting. Imagine placing a cookie directly into a toddler's mouth and telling him/her, he/she will only receive a piece of chocolate if the cookie is not nibbled for over a minute.*"

We are not alone in understanding the value of exchange.

Life is so much brighter when we focus on what truly matters...



We have heard the phrase *“live each day like it’s your last”*. We updated it to *“live each day like it’s your best”*.



This Month’s Offer:

For those of you in the Money Focus programs, we will provide an extra 20 minute call with Bhaj for a question or concern you might have about keeping your budget on track.

This is in addition to your regular January call with Bhaj

Contact grace@focusandsustain.com to take advantage of this exclusive offer.

This offer ends on January 23, 2017

Money Activities You Don’t Want to Repeat

- Jason West of Vernal, Utah was cited for **disorderly conduct when paying his hospital bill**. Although he disputed the \$25 bill, he did pay. **His act of protest was to pay in pennies**. As he told the Salt Lake City Deseret News reporter: clerk, “Do you take cash?” She very haughtily said, “Well, yes we do,” West said. “So,” I said, “Lucky for me, I happen to have it on me.” Some of the coins, he acknowledged, spilled onto the desk below where the receptionist was seated and onto the floor. **“That’s just the nature of pennies,”** he said. “They’re round.” Uh huh.
- A man , wearing a sweatshirt in 80 degree weather, made a teller wonder at his motives. And she was right in her suspicions as **he robbed the South Bend, Indiana bank** at which she was a teller. Before he fled the bank, he counted the money he stole and found the teller had given him more than he demanded. **He returned a few tens** to her before he ran out. Bizarre
- You can now **buy your: “Final Act of Self-Expression” makeover**. But wait, this is a final act, not for now. A London company has established a joint venture with a mortuary applying eyeshadow, lipstick, hair highlights and fake eyelashes for the deceased. Well, you might need that touch up before the gates of heaven open to allow you in. We all might need that touch up!

“You never know how strong you are until being strong is the only choice you have”

Bob Marley

Life Matters

Quick Tips



Money Focus

Two tips to start the year off well:

1. Check your bank account online at least twice a week for fraudulent activity. Contact your bank immediately if you find questionable activity
2. Commit to looking at your financial reports every month so you can track and affect your spending habits and behaviors in your various categories. Schedule your January review.

Money grows with care not by accident.

Life Focus

My husband and I conducted our 22nd annual meeting a few days ago. We talked a lot about the importance of how living from our values makes a huge difference in living a meaningful life. "Living from my values" my husband said "is **being able to have a reason** and fulfill that reason for doing things. That is really satisfying as opposed to merely marking things off an endless list." If you've avoided bringing the meaning of your values to the forefront ask us to help you bring them to their best suited place.

"Live to illuminate not manipulate" - This quote rocks my boat. It is clear, concise and adds brilliancy to life.



Legacy Focus

Our Christmas family gathering was special as always. This year we each talked about a meaningful event or time we each expressed this year. It was a wonderful time to learn more about each other in deeper ways and share it as a family rather than in isolated conversations. It brought us closer together as we all shared in what we each had to say and learned what mattered to each of us about the event or time. Contact grace@focusandsustain.com to help you craft special meaning for you and your family.

"At times, our own light goes out and is rekindled by a spark from another person. Each of us has cause to think with deep gratitude of those who have lighted the flame within us."

Albert Schweitzer



Life Matters



N.Cog Nito Reports

Here we go! The start of a new year. Will you make it proactive or reactive? I hear fear in some people's projections of what is to come in the new year, a sense of wait-and-see in others vision of the new year and a sense of hope in still others.

I know that for me, my shades keep it somewhat dark so I rely on senses apart from my vision, to guide me.

Right now I am **relying on my sense of confidence** that I will watch with careful step and an open heart and respond appropriately to any given situation.

This may require that I am **acutely aware** of what is really going around me and not merely react to inflammatory headlines. Climate change, presidential change, financial change, will create frenzy around me. But I will **rely on my inner wisdom** to keep me stable and able. I will enjoy nature and breathe deeply. I will do what I can to **help those I can help**. And most of all I will keep you in my heart for you mean a lot to me! HAPPY NEW YEAR. May 2017 be full of your brilliance!



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"It is good to have an end to journey toward; but it is the journey that matters, in the end"

Ursula KLe Quin