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# **Profusion Financial Group Newsletter!**

Brought to you by: Michael Hersman

## **Happy April Fool's Day**

The April Fools' Day tradition has been around since at least the 15<sup>th</sup> century (with a possible reference to it appearing in Geoffrey Chaucer's *The Canterbury Tales*), and the question of how it began has been asked almost as long: A letter to the British magazine *Apollo* in 1807 wondered, "Whence proceeds the custom of making April Fools?"

The usual explanation involves the calendar. The Julian calendar began the New Year on March 25, and festivals celebrating it were typically held on April 1.

When the world began changing over to the Gregorian calendar, which places New Year's Day on Jan. 1, pranksters sometimes tried to fool their friends and neighbors into thinking that April 1 was still the first day of the year.

In the 18th century, some believed that April Fools' Day dated back to the days of Noah and the flood.

A newspaper article published in 1789 suggested that Noah sent the first birds off to look for land too soon, and that he launched them on the first day of the Hebrew month corresponding with April.

Coincidentally, in 1933 a newspaper in Cologne ran a story about the discovery of Noah's Ark by an expedition sponsored by the "Royal Yalevard University" in Massachusetts, led by "Professor Mud" and "Professor Stoneass." The story appeared on April 1; on April 8, the paper admitted the joke, but other publications printed the story as if it was genuine.

## **Successful Entrepreneurs Never Quit – and Always Listen**

Nineteenth-century publisher Cyrus H. K. Curtis had a passion for the newspaper business, but he didn't always have a lot of success with it. He published his first weekly paper at age 13 and built it up until he had 100 customers.

Unfortunately, a fire wiped out his business, but his determination to succeed in the industry endured.

By 1870, he was a successful advertising salesman for a small Boston newspaper. He was so good at his job that the owner offered to sell the paper to him for \$250. Curtis turned the offer down, but the owner eventually gave it to him for nothing. Unfortunately, that publication failed, too.

Undaunted, Curtis founded a new one, *The Tribune & Farmer*. One day his wife asked him who wrote the feature called "The Woman's Page."

"I do," said Curtis.

"It's utterly ridiculous!" exclaimed his wife.

Instead of arguing, Curtis challenged his wife to write the page herself. Mrs. Curtis accepted the offer, and soon her page became the most popular section of the paper.

Recognizing a hot commodity, Curtis expanded the feature, and ultimately fashioned the publication around it, giving the paper a new name: *Ladies' Home Journal*.



## Monthly Quiz

1. Calypso, cattleya, and laelia are types of which flowering plant?
2. Where is the world's largest university by enrollment?
3. How many stories are there in Chaucer's "The Canterbury Tales"?

### **Did You Know?**

- Melophobia is the fear of music
- Myrmecophobia is the fear of ants
- Ombrophobia is the fear of rain
- Ornithophobia is the fear of birds
- Siderodromophobia is the fear of trains
- Tachophobia is the fear of speed
- Zoophobia is the fear of animals
- A lion feeds once every 3 to 4 days
- A lion can't roar until the age of 2
- An office desk has 400 times more bacteria than a toilet
- You have over 600 muscles
- All owls lay white eggs
- Mapping is older than writing
- The bigger the orange the sweeter it is
- From space, the brightest manmade place is Las Vegas

**\*Thanks [www.did-you-knows.com](http://www.did-you-knows.com) page 47-48**

## Health in the News

### ***Keeping mold problems to a minimum***

Mold can be a health hazard—especially for kids, according to a report by the Federal Institute of Medicine. Mold can make asthma worse, and it can cause wheezing, coughing and nasal congestion. To keep mold problems to a minimum, try the following tips:

- Use your exhaust fan in the bathroom. Keep the moist air out and mold will have less of a chance to grow.
- You may need a dehumidifier in your basement if it is damp.
- Repair any leak in your home immediately. If you do experience a leak, clean it up and dry the area as quickly as possible.
- That musty smell means you have mold. Get rid of moldy carpets, furniture or rugs.
- Use a bleach-and-water solution to scrub mold on walls, baseboards and other surfaces. You can also use a commercial mold remover. If the mold keeps coming back, hire a professional to come in and clean.
- If you think your child is having health problems due to mold, consult a pediatrician right away.

### ***Technique is important for runners***

If you're a runner, it's essential that you have a good technique to offset the negative impact running can have on your body. It also can help you avoid injury during your runs. You should follow these tips when you run:

- Don't allow your feet to come too far away from the ground. Make sure you have a posture that is strong and well-grounded.
- Minimize bouncing when you run.
- Take off from your toes. Land on your heel, then roll the whole foot forward to push off from the toe again.
- Breathe with your stride. Get into your own rhythm. A good rule of thumb is three or four strides as you breathe in, and then again three or four strides as you breathe out.
- Use your arms. They will keep your whole body in position by helping you balance correctly. Bend your elbows and keep movement isolated mostly to your shoulders.

### ***How to pick the right loaf of bread***

With all the "healthy" breads available today, it can be confusing picking out a loaf of bread that is healthful and low in fat. Here are a few tips so that you can do just that:

- Read the ingredients section on the label. There should be at least 3 grams of fiber per serving. Also the words "whole" or "whole grain" should precede other ingredients such as "wheat," "oats" or "barley."
- Make sure you know what the serving size is. As a rule, one serving of bread should equal about 1 ounce and should have about 90 calories. Many breads labeled "light" have thinner slices so that you can actually get two or three slices per ounce.
- Gourmet breads can house a lot of fat, so be sure to read the label. Your bread, if it is diet friendly, shouldn't contain more than 2 grams of fat per serving.

## Answers to Quiz

1. Orchid
2. India
3. 24

## Thoughts of the Month...

*" Anyone can see the adversity in a difficult situation, but it takes a stronger person to see the opportunity."*

*-- Drew Brees*

*"Creativity is intelligence having fun."*

*--Albert Einstein*

## Referral Corner

I want to thank you for your referrals over the years. We always ask our clients, "If they can just refer us one client per year, it would help us immensely." We are grateful to everyone who's referred someone our way, and we always love to have new people become part of our inner circle of friends and family.

## Easy Goat Cheese Appetizer



This easy goat cheese appetizer with lemon, thyme and honey takes 10 minutes to put together. You can add edible flowers for a "wow" factor!

### **Ingredients**

4 ounces goat cheese softened  
finely grated lemon zest from 1 medium-size lemon  
2 teaspoons fresh thyme leaves  
fresh thyme leaves and sprigs for garnish  
edible flowers for garnish, optional  
honey for drizzling, optional  
crackers for serving

### **Instructions**

Line a small bowl or ramekin with plastic wrap. Try to have as few wrinkles as possible in the plastic wrap. Set aside.

Combine softened goat cheese, lemon zest and thyme sprigs in a small bowl and stir to combine.

Add the goat cheese mixture to the prepared bowl and, using the back of a spoon, pack the mixture down to get rid of any air pockets.

Pull excess plastic wrap over the cheese mixture and refrigerate for 30 minutes (or freeze for 5-10).

Remove from refrigerator and invert goat cheese mixture onto a serving place. Remove plastic wrap and garnish as desired with fresh thyme leaves and/or sprigs and/or edible flowers and petals.

Serve with crackers and a small bowl of honey for drizzling.

## Debunking the Myths of Ingenuity

Creativity isn't some mysterious process like sorcery or quantum physics, but many people have misconceptions that limit their ability to be creative. Reject these myths about creativity:

- People are born creative. Creativity isn't genetic or inborn. Most of us can generate creative ideas if we're open to the process.
- Pressure stimulates creativity. Deadlines (or rewards) can sometimes give you a nudge, but in general, pressure interferes with concentration and an open mind.
- Creative ideas spring fully formed from the brain. We've all heard of people solving complex problems in a single flash of genius (the "Mozart Effect"), but most of the time creativity is the result of long hours and hard work, not a single stroke of insight.

## What Did One Plant Say to the Other?

Plants obviously can't talk, text, or send e-mail, but they can communicate—in their own ways. Here's how some of our leafy friends manage to get their message out:

- Researchers at Pennsylvania State University have found that some plants, when being gnawed by caterpillars, quickly generate chemicals that spread through the air and attract dragonflies, which eat the caterpillars. The chemicals also entice small parasites to infect and kill the hungry caterpillars.
- A study by University of California scientists found that sagebrush, when cut, can release chemicals that "warn" tobacco plants nearby. The tobacco plants respond by increasing levels of a chemical called methyl jasmonate that gives their leaves a taste that their natural predators apparently don't like.
- Some plants share an underground network of connections called runners. At Radboud University in The Netherlands, researchers released caterpillars to attack a single leaf of a connected plant, then allowed a second set of caterpillars to make a choice between the damaged leaf and eating another one from an undamaged plant network. Most of the caterpillars chose the leaf from the other network, apparently because plants in the first network received a signal through the runners that made their leaves harder to chew on.

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