



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



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The Hostess with the Mostest Bandwidth

By John Gutekunst

There's a lot of confusion concerning the concept of hosting of websites. One way to make it understandable is to think of your web hosting company like the host of a potluck dinner. Here's how it works:

1. You, the customer, have a website. For the potluck dinner we'll think of your website as an Orange Jell-O mold made with canned fruit cocktail.
2. You and other people bring your websites Jell-O molds, green bean casseroles, S'mores, etc.) to the web hosting company which is holding the potluck dinner.

3. The web hosting company makes all of the websites available to everyone by serving up all of the wonderful dishes.
4. The host provides additional services, such as napkins (domain registration) and plastic cutlery (email accounts) to facilitate everyone enjoying the food.

The analogy breaks down a bit here because the hosting company actually makes all of these nutritious treats available to anyone that has access to the internet, not just the potluck dinner attendees, sort of like party crashers. There is also a lot



more to web hosting than just handing out the forks. If someone brings a particularly popular dish, more people will want to sample it, and the host will need to provide more bandwidth (think paper plates) to handle the traffic.

So the next time you browse to orangejellomoldmadewithcannedfruitcocktail.com, remember that someone has to serve this website up for you to be able to enjoy it. 🐾

A Closer Look

Bee.Net



I was strolling through the park the other day, when I saw a man standing on a soap box, shouting "To Bee.Net, or not to Bee.Net, that is the question!" He then looked around pugnaciously for a few minutes, and started again, "To Bee.Net . . ."

I walked over to him and asked why he was standing on a soap box. "well," he replied, "I have found that I get no respect on a soap box, so I've washed my hands of them. Now a soap box, folks put great stock in the ideas of soap box speakers."

I thought about that, and said "You bee nuts!" He glared at me and replied "I bee not!" I could see this was going nowhere, so I asked him who he was and what he was doing.

He said "I bee Nat (short for Nate), and I want everyone to know what a great web hosting and internet access company Bee.Net is. Well this at least made some sense. "Tell me about it," I said.

There are a lot of companies on the web that will host a website really cheap or even for free. And you know what? Just like anything else, you get what you pay for.

Bee.Net is all about quality service and customer support. This is as important as it is rare in the internet. If you have a problem or a question, with Bee.Net you get a solution or an answer, not a "trouble ticket" or a hour and an half on hold listening to the Rolling Stones Greatest Hits as sung by The New Christie Minstrels.

Bee.Net is also known for their reliability and security. As they say on their website — www.bee.net — "Our strong commitment to quality service and customer support has made Bee.Net the Delaware Valley's most bee-loved internet access and website hosting company!"



Well, I'm not real big on puns, so I didn't say anything to Nat. After all, that would just bee nit-picking.

PS — many of our own customers at GK Productions use and enjoy Bee.Net's service and support! 🐾

Doggerel Unlimited

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A Mere Paws
is NOT the paws that refreshes.



Baying at the Moon

By John Gutekunst

A Niche in Time . . .

Everybody knows Proctor and Gamble, they make a lot of the four letter brands we all know: Tide, Gain, Dove, Zest, Span (as in Spic & Span), and many more. They also advertise the bejeebers out of these products on TV, in magazines and elsewhere.

P&G and other large corporations have for a long time been huge consumers of mass-market advertising via national broadcast TV or general interest magazines. Many of these large corporations have recently retooled their advertising strategy however, feeling that mass-market advertising doesn't produce the bang-for-buck impact it used to.

Instead, niche marketing is more often being used. As the consumer market fragments, advertisers are forced to fragment as well, targeting particular market segments with products designed just for them. For instance, a toothpaste specially designed to remove bugs from your teeth marketed in a motorcycle-fanciers magazine, or a pill for insomnia on late night cable TV.

Niche marketing can work for small and mid-sized businesses too. Making the effort to research where, when and how your advertising dollars are spent can be rewarded with greater sales and less expense. As they say: "A niche in time . . ."

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Recipe of the Week

Nasturtium Steak



One of the hottest trends in modern cuisine is the use of edible flowers. An amazing array of flowers can be eaten, including Chrysanthemums, Daylilies, Johnny-Jump-Ups and Pansies.

A chef-favorite edible flower is the Nasturtium. They come in brilliant colors like red, orange and yellow, and have a peppery taste. Some people believe that capers are the flower bud of the Nasturtium. Not true — this is a simply an old-wives tale, albeit a rather charming one.

The Nasturtium's peppery taste makes it a great substitute for black pepper in Pepper Steak. For this recipe you will need



- Steaks: 1
- Nasturtiums: a whole buncha

Heat your grill until it is as hot as it gets. Press the Nasturtium flowers onto the steak, and place on the grill until nicely charred and the steak has reached the desired degree of doneness. Garnish with unburnt Nasturtium flowers. Serve with red, orange or yellow wine.

Next Week: Orange Jell-O mold made with canned fruit cocktail. 🐾