



A Mere Paws . . .

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Some Things You Keep to Yourself

By John Gutekunst

There are few things more annoying than visiting a website that is “under construction.” What are these people thinking? Do they believe that a little graphic with orange cones and an animated construction worker wielding a pickaxe is going to encourage me to come back?

Here’s a dose of reality: the most common interaction people have with “under construction” is miles of snarled traffic, leading up to a couple of construction workers leaning against a truck, with another standing nearby with a flag that he sometimes waves around. The guy standing next to the flag waver is no doubt assigned to keep him awake with his scintillating conversation. “Under Construction” to most people means nothing getting done at a very slow pace.



A website that is under construction gives the same impression. A much better strategy is to wait to post your website until it is really ready to go. People get aggravated clicking on links that don’t lead anywhere.

Another way to get around this problem is to have a website that can be easily expanded. Put up the live site with the information that you have, and post more pages as the additional info becomes available, with the appropriate links. This has the added advantage of keeping your site fresh. It’s a good idea to make changes and updates to existing material at the same time.

So avoid the “under construction” thing if at all possible. Put away your bright orange shirt, leave your traffic cones in the closet, and park your “leanin’ truck” around back and out of site. Believe me, it’s the best way to keep that traffic flowing to your website. 🐾

A Closer Look — Kennett Biznet

I was walking around Kennett Square with an acquaintance named Kenny the other day, complaining (as usual) about how I wanted to expand my business and how hard it was to do. My companion noted, “You know, there’s a great business networking group right here in town that you might be interested in, called Kennett Biznet.”

“Kennett Biznet huh,” I said, “where are they located? You know how expensive gas is these days. On top of that I really hate to travel.”

the first and third Tuesdays of the month.

“What’s the purpose of this group?” I asked. “Are they a service organization, or some kind of volunteer group or do they build houses for homeless ferrets or what? You know how uncharitable I am.”

With Herculean patience he explained that Kennett Biznet is a networking group. The members work together to develop new clients and to share ideas and philosophies that help foster both personal and professional growth.

“Well,” I moaned in an annoying whimper, “is this business or social? You know how I don’t do well in social situations. Do you remember when the Welcome-Wagon people sent me a Go-away basket?”

I could hear Kenny’s teeth grinding as he shot back, “It’s BIZnet not SOCIALnet!! Look, if you want to find out more about the group, go to their website at www.kennettbiznet.com.”

Right at this point in our conversation Kenny saw a friend across the street. He ran right out into traffic without looking either way (although I have admonished him quite frequently for this type of behavior.) He disappeared into a crowd and I haven’t seen him since.

Well, I’ve since joined Kennett Biznet, and it’s a terrific group. The name says it all — business networking right here in Kennett Square. I don’t know why Kenny made it sound so complicated, it’s really quite simple. 🐾



Kennett Biznet

Kenny was used to my whining all the time, so with a roll of his eyes he repeated that the group is located right in Kennett Square, in fact they meet at the Hilton Garden Inn on

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is a terrible thing to read.



Baying at the Moon

By John Gutekunst

Ad-crastination

I noticed recently that my local bank had put up a new sign next to their parking lot. I also noticed that it had been bent and twisted when someone pulled their car in too far and hit it. There was an even newer feature at the bank — a parking block placed in front of the sign. Good idea, just a bit late.

People tend to do the same thing with advertising — waiting until the last minute to try to promote their business. If you're having a special event on the 15th of January, you don't start advertising it on the 14th.

Newspapers, magazines, and other print venues need time to place an ad. Remember, these things have to be physically printed — actual liquid ink placed on paper, that has to dry, get cut and assembled, then mailed or delivered.

In addition, the content has to be assembled, and the design layout has to be organized and set up. Space will be filled — they don't hold empty spots just in case someone wants to place an ad at the last minute.

So try to plan ahead when placing an ad. Procrastinating doesn't necessarily mean someone's going to back their minivan to your ad, but it can make placement more effort, more expensive and less effective. An accident waiting to happen. 🐾

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Recipe of the Week



Dried Mushrooms

Today's topic is mushrooms. Some people call them "shrooms," but you really shouldn't do so. After all, is "mushroom" that hard to say? Do you say it so many times a day that you need to shorten it? Just use the whole word for gosh sake.

Dried mushrooms are an integral part of many recipes. To dry mushrooms, first wash them in clean water. Ignore people who say not to wash mushrooms because they'll soak up the water — mushrooms are already 90% water. It's like saying don't let people who are 90% stupid watch TV, because they'll become stupid. Too late.

Next, place the mushrooms into an oven with the heat set to 90° F for 2 to 6

hours. Simple as that!

Before using, rehydrate in cold water for 20 minutes.



Alternatively, skip the drying and rehydrating steps and proceed with your recipe. Caution: Skipping just *one* step is not a viable option.

Next Week: The Fruitcake Dilemma: A solution that is legal, ethical, and will not affect your self-esteem. 🐾