



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Autumn 2007

A Disturbing Trend in Plastic Geese

By John Gutekunst

There are two kinds of people in this world: those who have plastic goose lawn ornaments and those who don't. The goose people are smart to use plastic geese, real ones are very messy, and would probably just wander off anyway. Plastic geese tend to stay put.

There is a disturbing trend lately in the world of plastic geese. You can now purchase holiday-themed clothing for your geese to wear. You can dress them as Frankenstein for Halloween, Santa for Christmas, and so on.

The same idea can be carried over into the development of a website. You wouldn't put a Pilgrim style hat on your website, but you might add

an overabundance of distracting graphics or "interactive" stuff that just distracts from your message. Bells and whistles are fine on a website devoted to

selling, for example, bells and whistles, but not really appropriate everywhere. Having circus calliope music playing on the website of a funeral home might be seen as disrespectful (unless they specialize in clown funerals).

Words we can all live by: keep your websites clean and your geese naked.



A Closer Look

Linda S. Jassmond, LLC



I stopped in the diner the other day for my usual breakfast: three eggs on a shingle, bacon (crisp), scrapple, sausage wrapped in a blueberry pancake (on a stick!), side of hash browns, side of beef, and a diet cola. Suddenly I remembered that I am America's shining hope for a gold medal in the 2008 Olympics decathlon — time to get in shape!

I needed a Personal Trainer, and luckily I knew one of the best. Linda Jassmond's passion for physical fitness began in 1984 as a Manager for Elaine Powers, a women's fitness club. She currently teaches Kick Boxing, Step, and Body Sculpting classes.

When I went to meet with her I was surprised. She didn't take my corn dogs and biggie fries away from me. Linda doesn't put you on a two grapes and a soda cracker diet. Instead, clients are encouraged to eat what they want, but in sensible portions.



Linda S. Jassmond, LLC

Helping create lifestyle changes.

Linda helps individuals take charge of their mind and body to create lifestyle changes that result in healthy eating, weight loss and positive energy. Linda customizes her programs for each client dependent upon their age and fitness level. She welcomes the beginner as well as the individual training for a triathlon.

Her programs are practical and doable — Linda says that no program will work if the client doesn't want to do it.

So if you want to make a real change in your lifestyle, give Linda a call at 610-869-4163 or email her at FitnessLinda@verizon.net. And go ahead and take your corn dog with you — but just take one.

Doggerel Unlimited

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A Mere Paws
What's written in *A Mere Paws*
stays in *A Mere Paws*
because nobody reads it.

Baying at the Moon

By John Gutekunst



Marketing Ineptitude for Dummies

It isn't easy to get noticed in today's crowded marketplace, and there are a lot of choices to make when deciding where to spend your marketing dollars. The difference between clever marketing and marketing ineptitude is sometimes a fine line.

For example, a sandwich shop might choose to put someone out on the street wearing a sandwich board (that looks like a sandwich, of course) touting the daily specials. A deli that specializes in flatbread wraps, might find itself in difficulties: the guy wearing the wrap couldn't walk very well, and is in danger of flatbread-phyxiation.

Another example — email newsletters (such as this one) are a relatively inexpensive means of reaching your customers. There are, of course, the costs of setup and design, but the distribution costs are fairly low, especially with high-volume. This would not necessarily be a good choice for marketing the services of a direct-mail fulfillment business.

So use common sense, and be aware of your own limitations — marketing your own business is very difficult — you may want to get some help. There are a lot of Marketing professionals out there, but also a lot of Ineptitude professionals (we all know some). You just have to make the right choice.

Recipe of the Week

Teeny Weenie Zucchini Tetrazzinis



This week's recipe is a result of a synergistic convergence of several cultural and chronological mega-and-micro-trends:*

1. The popularity of Tapas or Little dishes
2. Interest in International cuisine
3. The threat this time of year posed by the proliferation of zucchini



Tetrazzini recipes generally involve various combinations of poultry, mushrooms, almonds, a cream sauce and parmesan cheese served over pasta.

For Teeny Weenie Zucchini Tetrazzinis, simply take your favorite tetrazzini recipe and substitute zucchini for all ingredients. Serve on tiny (Teeny Weenie) little dishes.

Suggested attire for enjoying Teeny Weenie Zucchini Tetrazzinis: One-piece bathing suit.

*This sentence was the winner of the 2007 *Most Buzzwords per Sentence* competition in Reno, NV.

Nest Week:
Learn how to host a
Trans-Fat Tasting Party.

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