



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Fall 2004

A Rose by Any Other Name . . .

By John Gutekunst

If you were to ask almost any English speaking person if they have heard the quotation:

“What’s in a name? That which we call a rose By any other name would smell as sweet.”

there would be few that have never heard it. It seems that everyone has some degree of familiarity and probably has at least some understanding of the meaning.

It's a good bet that most people don't know the entire quote word for word, and some might not even know it comes from Romeo

and Juliet. They might not even know Shakespeare from Britney Spears, but the quotation is a part of our culture, the sort of thing you just absorb as you go along.

Using a famous or well-known quotation in your marketing or advertising materials can be a clever way of getting people's attention. It can be an effective way to make a point; people already know the quotation and understand it.

An different strategy is to use a humorous twist to manipulate the quotation and make a different



point completely. The familiarity is already there in people's minds, so the twist makes them feel they're "in on the joke".

“A rose by any other name still has thorns, and maybe Japanese beetles and Powdery Mildew.”

Not exactly what B. Shakespeare had in mind, but if you are trying to market bug spray or thornproof gloves, it might be a way to get your message across. At least you get credit for warning folks about the possible hazards inherent in rose-sniffing. 🐾

A Closer Look Market Viewpoint, LLC



I called Angela Megasko who is President of Market Viewpoint the other day, because I heard that she was looking for some mystery shoppers. I had been practicing my mystery shopping techniques, and was currently out on bail – I needed advice.

Angela explained to me that mystery shopping did not consist of entering places of business wearing a trench coat, big fedora and a Zorro mask. This is especially true of banks, where the tellers tend to get nervous.

Mystery Shoppers go to businesses to actually shop for products or use the services offered, and then report back on the various aspects of their experience from the viewpoint of the customer.

Market Viewpoint provides reports to management to be used to determine the skill levels of employees, and helps them do a better job of creating good, long lasting relationships with satisfied customers.

It also provides unbiased information to business owners and managers, and trends the data to demonstrate the success of sales and customer service training. Mystery Shopping can monitor the consistency of information, product/service knowledge, and an understanding of the organization. If any of this is still a mystery to you, go to MarketViewpoint.com to find out more.

Angela was also kind enough to offer some fashion advice: “Lose the Mask and fedora, accessorize the trench coat with a brightly patterned flowing Pashmini shawl.” That should keep me out of jail. 🐾

Doggerel Unlimited

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A Mere Paws
The road to Hades is paved with good intentions, and the curbs are littered with old copies of *A Mere Paws*.



Baying at the Moon

Pork 'n' Beans

By John Gutekunst

One Saturday afternoon driving through the countryside, we suddenly saw a sign for a business named Pork 'n Beans. I slammed on the brakes and performed an automotive maneuver not recommended in the owner's manual. When we went into the store, they sure enough sold pork and beans: sausage, bacon, pork roasts and chops, and . . . coffee beans!

Of course we wanted to stock up on pork and coffee beans. The problem was that the store wasn't open on Sunday when we would be driving home, and we had no way to keep the pork refrigerated overnight. Luckily, there was a store nearby where we bought a cooler and ice, and headed back and went shopping.

It turns out that the coffee was very good, and the pork (especially the sausage) was excellent. Good enough that we have made many repeat trips. The name "Pork 'n Beans," is terrific marketing; it definitely got our attention. What was really gratifying is that the quality of the products offered was up to the level of the clever name.

A cool name or ad campaign is great, but it won't mean beans (or pork) in the long run if not followed up with an equally high quality product or service to keep people coming back. 🐾

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Recipe of the Week



Never let it be said that the editorial staff of *A Mere Paws* has ever let a bandwagon go by without jumping on — the low-carb craze is no exception.

Of course potatoes are a definite no-no to a low-carb diet, but who doesn't like french fries? Have no fear, now you can have fries with your bunless burger.

Low-Carb Mock French Fries

2 cups soy flour
1 cup sugar substitute
2 eggs
1 lb. cauliflower, overcooked and mashed
4 cups vegetable oil for frying

Mix all ingredients except vegetable oil together in a large mixing bowl. Shape into 2-inch long french fry shaped objects. Heat oil in a deep-sided pan to 375°. Fry mock french fries in small batches until french fry color. Do not serve with ketchup.

Wine Suggestion: Do not serve with wine, instead, for a no-carb alternative try a couple of shots of 94 proof whiskey.

Next week: If calves heads are unavailable for your favorite Mock Turtle Soup recipe, you can still make our Mock Mock Turtle Soup. 🐾