



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



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You Can't Pick Your Relatives

By John Gutekunst

I have never met anyone who has a family that in any way resembles what you see represented as a typical American family on TV sitcoms. My own family is a good example.

During Holiday get-togethers, you will never see my extended family split by gender, women in the kitchen talking about children and the men-folk huddled in front of the TV watching football. More likely everyone is at the table discussing their latest batch of chicken stock, or who borrowed their sausage grinder, or maybe somebody starts a fight over demiglace. Not exactly Ozzie & Harriet.

Each year at Christmas time, rather than exchange gifts, we all get together and have a lavish dinner at an elegant restaurant. This past year, as usual, the talk turned to food. At one point, I said to my brother sitting next to me that I had recently learned how to de-bone a whole chicken using Jacques Pepin's *La Technique* as a guide. He turned to me and said, "Was it fun?"

It wasn't until later that I thought about his response, and how neither one of us thought it was a strange thing to say. In fact it *wasn't* strange, not for us anyway.



This illustrates a problem when trying to reach a mass market. If you boil down your message to the least common denominator, you miss everyone that doesn't fit the standard profile. There's a whole world of people out there, all different, each one quirky in some unique fashion.

More flexible, targeted marketing is generally more effective. A little craziness can be more fun as well. In other words, if you're selling demiglace, forget the Super Bowl commercial, just market it to my family. 🐾

A Closer Look Transfers of Learning



When I heard about Transfers of Learning I got really excited. Golly, I didn't have no learnings transferred to me in all my years of schoolin', so this sounded like a good deal.

I called Tasha Zurick, founder and CEO of Transfers of Learning, LLC, and said: "Ms Zurick, I'll hold my ear right close to the phone and you transfer me some learning!"

Three weeks later when my ears stopped ringing, I went to see her to ask her where she got that air horn she used on me, it sure was loud. I also wanted to know what her company does.

Tasha explained that they assist organizations by assessing the overall performance system, identify what's getting in the way of optimal performance, and creating a customized solution that fits. They create solutions that streamline and increase employee productivity, efficiency,

teamwork, customer service, and morale.

Tasha is very committed to working in the local community as well. She believes passionately in giving back to the community and helping other small businesses succeed.

If you would like to learn more about Transfers of Learning, you can check out their web site at www.transfersoflearning.com. And don't worry about the air horn, Tasha transferred it to my possession for safe keeping. 🐾

Doggerel Unlimited

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A Mere Paws
The world counts on us for fairly
unbalanced coverage of the news.



Baying at the Moon is a regular feature of A Mere Paws, which is in itself an internationally-beloved institution.

There's a Misspelled Chill in the Air

Several years ago, a certain beer manufacturer came out with a new product called "Artic Ice." This was at a time when all American beer companies were coming out with Ice beers, maybe because ice sounded better than bland, watered down beer.

I remember at the time there was a minor brouhaha (sorry about that) concerning the spelling of "Artic." Were the manufacturers of this beer, the marketing people

Baying at the Moon

they hired (as well as their proofreaders) all uneducated in the correct spelling of "Arctic," or did they misspell it on purpose?

I don't really know, but I suspect it was an intentional thing. I assume that they had done market research, and found that those people who enjoy weak, watery beer don't care much about spelling. In fact they might not even be aware there was a problem.

The beer company obviously knew their audience. It doesn't matter if some spelling pedants get in a huff, they weren't going to buy any beer anyway. And besides, it's easier to say "artic" than "arctic," especially after a few beers. 🐾

Recipe of the Week

Peas & Carrots



There's more to peas and carrots than meets the eye. Lets begin the adventure!

Fresh peas are so delicious that once you've tried them you'll never want frozen again. They are a bit expensive though, so I buy 40 pound blocks of frozen peas at the bulk food store. No need to freeze them at home, just leave them on the counter and as they thaw scrape off what you need for dinner. this can feed a family of four 2 - 3 times per week for a month.

Carrots should be firm, heavy for their size and bright orange. If carrots are yellowish, they are either a special new gourmet variety or they are really old. It doesn't matter which anyway, don't use yellow carrots.

Peel carrots and slice into quarter inch slices. Add to scraped-off frozen peas and steam until carrots are crisp-tender (NOT hard-soft).

Drain, add butter and salt and pepper and serve. This one is a crowd-wowser!

Next week: We make the favorite candy of the ancient Egyptians easy for everyone: Yummy Gummi Mummies for Dummies. 🐾

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