

A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Spring 2005

Change is Goodish

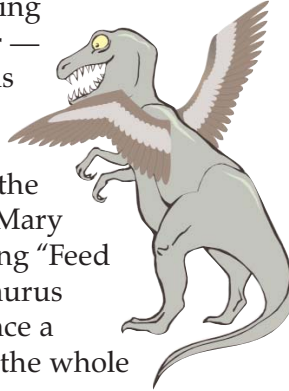
By John Gutekunst

Many scientists believe that modern-day birds are descended from the dinosaurs. It's a fortunate thing for everybody that the descendants of those ancient behemoths changed a great deal over the eons.

If dinosaurs hadn't adapted, they would have a much tougher time of it today than the birds do. A telephone wire would sag a bit with a stegosaurus perched on it.

We would see massive differences in our human culture as well. It's bad enough when your windshield takes a hit from a

chickadee flying over your car — what happens when it's a pterodactyl? And imagine the Bird-Lady in Mary Poppins singing "Feed the Tyrannosaurus Rexes, tuppence a bag." Besides the whole cadence of the song being ruined, just what would be in those bags, sheep?



Adaptability is important in business as well. Anyone that stands still today runs the risk of getting run over. At GK Productions, we stay current with trends in the areas of web, print

and digital design, without falling for every must-have fad that comes along. Our clients benefit from the latest technology, but don't have to take the time to try to figure it out or deal with it themselves.

Think of us like Father Time, picking out the changes that work well, and discarding those that don't:

- Feathers — *good*
- Tendency to go on senseless rampages stomping everything in sight — *not good* (when you only weigh a few ounces)

So in other words, we can help your business evolve! 🐾

A Closer Look

Summers & Zim's



The other day I noticed that my pet duck *Mr. Quackers* was getting kind of dirty. He'd been out playing in a mud puddle and he was quite a site.

I decided to get him professionally cleaned, so I went to talk to Joe Zimmerman at Summers & Zim's. Friends had told me that S & Z have a reputation as the best, most reliable company in the area for duck cleaning, as well as custom duck work and plumbing. They also do HVAC (I didn't know what that was, but figured they could run a complete HVAC on Mr. Quackers while he was in the shop).

Joe Zimmerman and Mr. Quackers hit it off right away. He didn't even mind the mud balls and feathers Mr. Quackers left all over his desk.

Joe took a bit less of a shine to me, however, and proceeded to show me the difference between ducks and ducts.

Joe further explained that for over sixty years, Summers & Zim's has been providing quality service in plumbing, heating and air conditioning, and refrigeration in Southeastern Pennsylvania. Their technicians are courteous and knowledgeable, and they only use the best quality parts.

S & Z's well-earned reputation for excellence is due to their commitment to customer service. Treating customers like family is what sets them apart from other companies. When you call S & Z, you *never* talk to a machine. To find out more, visit them on the web at www.SumZim.com.

So don't take your dirty ducks to S & Z. As Joe says, "Use your washing machine like everyone else". 🐾

Doggerel Unlimited

324 W. Kings Highway
Coatesville, PA 19320

A Mere Paws
Neither a borrower nor a lender be,
nor for that matter a reader of
A Mere Paws.



Baying at the Moon

By John Gutekunst

Don't
dumb
own

My nephew Ryan is a really brainy guy. He is in graduate school going for a Masters Degree in Physics. Now he could have gone into something

easy like research work, but has chosen a much more difficult career; teaching physics to high-school kids.

Ryan has already started student teaching, and seems to have a real talent for it. He likes to use his Albert Einstein action figure to help his students understand difficult concepts. For a simple example, he might put Albert in a cart and roll it down a slope to demonstrate velocity or momentum or whatever.

The point is, he doesn't dumb-down the concept, he makes it understandable. The experience of learning is more enjoyable for the students, and therefore more effective.

Keep this in mind when you are marketing or advertising your business. Your message doesn't have to be overly simple to be understood, it just has to be presented in an understandable way. Your audience will probably appreciate not being talked down to. After all, as Ryan and his buddy Al would say, "This ain't rocket science". 🐾

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Recipe of the Week

Spring is Here

In the springtime, a young man's fancy turns to . . . asparagus! Of course asparagus is now available all year long, but the best is locally grown fresh spring asparagus.



To prepare asparagus, first wash them thoroughly and remove the tough, woody lower part of the spears. The best way to cook asparagus is to use a steamer specially made for it. The steamer is narrow and tall with a wire basket to hold the asparagus upright over boiling water.

Steam the asparagus gently until just tender, being careful not to over cook. If the spears dissolve and ooze through the basket, they are overcooked.

Plate the asparagus carefully, keeping the spears in line. Sprinkle with a pinch of sea salt, some fresh-cracked pepper, and a squeeze of fresh lemon juice. Delicious!

Alternately, replace the lemon juice with the contents of the "Flavor Packet" from your favorite brand of boxed Mac & Cheese mix. Microwave on high until the flavor stuff does something (results will vary with brand).

Next Week: Jello Shooters — A disturbing symptom of the increasingly violent nature of our society — or just colorful and delicious? 🐾