



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Summer 2004

Shameless Self-Promotion

By John Gutekunst

Picture this scenario: You receive the latest issue of *A Mere Paws . . .* you revel in the scintillating prose . . . you delight in the urbane, witty commentary . . . you positively luxuriate in the whole joyful experience . . .

Never happened? Well if it had, you might have thought that you would love to make use of this sort of amusing verbosity, but don't know how. There are actually lots of ways.

- business presentations can always use an interesting

opening, or audience participation games to keep things lively

- slogans or tag lines; something humorous and memorable
- customized graphics that you can add to your business or personal correspondence, e-mail or website (for example — see smiley dog at right)
- themes for your business gathering; something interesting that they won't soon forget and will talk about for a long time
- a customized card or a gift idea for a client or potential client

- a poem or limerick for an upcoming speech, or just something witty to say to distract from your atrocious golf skills

We can even write articles for your newsletter — your own personalized vehicle for shameless self-promotion. 🐾



A Closer Look

Patricia Schultz Enterprises

Patricia Schultz Enterprises, Inc. is a well-known Employment Service company in the area. When I found out that they had been in business since 1990, I had to find out what was going on.

I went to see Pat Schultz, President of Patricia Schultz Enterprises, at her office in Exton. I asked her how she could call her company "temporary" when she's been in business for so long. As I sat there smirking at her challengingly, Pat smiled back at me, then reached across the desk and dope-slapped me.

When I came to, she helped me up and explained that she helped other companies find temporary help when they need help with a special project, or to fill a position on a temporary basis.

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The major thing that sets Patricia Schultz Enterprises apart from other temp agencies is Pat's determination to never just send a "warm body." Temps sent out by Pat are always well qualified for the position they are sent to fill.

The proof of Pat's commitment to serving the needs of her customers is the fact that many of her clients have been using her services for years. If you would like to find out more about Patricia Schultz Enterprises go to their web site: PatriciaSchultz.com.

If by chance you meet Pat, you will find her to be very warm and personable. She is an impressive businesswoman, savvy and accomplished. Just remember, no challenging smirks, not even temporary ones. 🐾

Doggerel Unlimited

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A Mere Paws
It's my Newsletter and I'll cry if I want to.



Baying at the Moon is a regular feature of A Mere Paws, which in turn is a regular junk-mail feature of your mailbox.

Summertime, and the Living is Repetitive

By John Gutekunst

One of the things I love most about Summer is sitting on my back porch listening to a ball game on the radio. There is one thing that really annoys me though. No, it's not the perennial losing teams, nor is it the occasional home run that causes the announcer to shout and wake me up.

The worst thing about listening to the ball game on the radio is the ads. There is one in particular;

Baying at the Moon

an ad for hot dogs. This ad is poorly written and acted, a truly annoying ad. The radio station plays this ad at least four or five times each game, and they haven't changed it for at least five years.

Even for a good ad, five years is a bit much. The result of this repetition is that seeing this product in the store causes me to start twitching and shuddering. Sometimes I scream. I certainly don't buy any hot dogs.

Advertising has to be kept fresh. After a while, people will either tune out your message, or even worse get annoyed — not good public relations. Quality over quantity is generally the best course. How many bad hot dogs can you eat anyway? 🐾

Recipe of the Week

Rivel



Rivel (pronounced like river but with an "L") is an heirloom recipe for soup dating to the great depression, when American cuisine took a turn towards simplifying food, stripping down recipes to their basics.

To make rivel, you will need:

- Some flour
- Some water

First, take some of the flour and mix it with some of the water until you get a thick paste. Form paste into almond-sized dough balls, and set aside.

Next, take some flour and some water in a saucepan, and make a thin, gruel-like mixture. Stir over medium heat until it reaches a gentle simmer. Add doughballs, stir until heated through, and serve.

Rivel is traditionally served with salt; usually a quarter to a half cup of salt per bowl will adequately season this dish.

For a summertime treat, blenderize rivel with ice cubes for a refreshing Rivel Smoothie (Roothie). Serve with a salt lick.

Next week:

Fine Noodle Nausea — a family favorite! 🐾

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