



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Summer 2005

The Little Search Engine That Couldn't

By John Gutekunst

My friend Dirk owns his own handyman business. He'll come to your home and fix your broken cabinet door, or install a ceiling fan, maybe repair a broken light fixture. Dirk also does work for local realtors, making repairs on homes that are being sold in the area.

With all of the growth in the area, Dirk is pretty busy. But he's also smart, and knows that if he wants to stay busy, he has to keep up with his marketing. Therefore he has a website, and he keeps it up to date.

Dirk uses his web site like a brochure, a way to keep his clients informed about what's going on in

his business, for instance when he adds a new type of service.

It's also a great way for people looking for a handyman to find out about him. Of course Dirk isn't looking for clients in Des Moines or in Venezuela, his clientele is all local, so he's not really as concerned about how his web site ranks on the major search engines, but he does think about advertising his website locally.

A lot of people get caught up in how their website ranks on the various search engines. They hear about companies that will submit their site to thousands of search



engines really cheap. The reality is that nobody can or will guarantee anything. Like everything else, you get what you pay for. If you want to rank high on a search engine, it takes a lot of time and effort, and it is expensive.

So what Dirk does is to advertise his site locally; if he takes out an ad in the newspaper he lists the web address. He has it painted on the side of his truck, and it appears on his business cards, on his telephone message and on job estimates. Basically, handyman Dirk puts his website address on whatever is handy. 🐾

A Closer Look The Stewart Huston Charitable Trust

The other day I was reading about Teddy Roosevelt breaking up the Railroad Trusts early in the 20th century, and I was inspired. I figured why not break up the Stewart Huston Charitable Trust?

The Trust is located in the Lukens Executive Office Building, a beautifully maintained historically important building in Coatesville. I spoke to Executive Assistant Linda Cozzone, and asked to speak to Scott Huston, the Executive Director of the SHCT. Although I tried explaining that I was a trust-buster, she insisted I leave my fire-ax outside.

As I spoke to Mr. Huston, I found my righteous indignation melting into a pool of quivering embarrassment. Apparently, the SHCT is not a group of non-profit-barons trying to gain a monopoly of the charity market after all!



www.DoggerelUnlimited.com

The purpose of the Trust is to provide funds, technical assistance and collaboration on behalf of non-profit organizations engaged exclusively in religious, charitable or educational work; to extend opportunities to deserving needy persons and, in general, to promote any of the above causes. If you want to find out more, go to StewartHuston.org.

The trust is also involved in the Lukens Historic District in Coatesville, and in the future creation of The National Iron and Steel Heritage Museum, which will be dedicated to the iron and steel heritage of Chester County, Pennsylvania, and the United States. For more information, visit LukensHistoricDistrict.org.

As I left the office, I picked up my fire-ax and said to it, "I trust I won't be needing you here again!" 🐾



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A Mere Paws

"All successful newspapers are
ceaselessly querulous and bellicose.
So is A Mere Paws."

H.L. Mencken
(with a little help)



Baying at the Moon

By John Gutekunst

Adding Pizzazz to your BLT

When we were newly married some 20 odd years ago, my wife and I realized we had a lot to learn about each other. For instance, the first time we had lunch together, she cut the sandwiches *diagonally!*

When I was growing up we always cut our sandwiches straight across — my parents told me that we were much too poor to cut our sandwiches diagonally.



The only exception was when we had bacon, lettuce and tomato sandwiches. Around our house, BLTs were known as 35-centers, which gives you an idea of the esteem in which this sandwich was held. (And how long ago this was.)

Of course the reality was that we could have cut all of our sandwiches diagonally, but never thought of it. All those wasted years with regulation-cut sandwiches, it makes me want to weep.

Adding a little flash or excitement to your marketing doesn't have to be complicated either. A new idea or a different way of looking at things can make a huge difference. But you don't want to just think outside the box — everybody's doing that. These days you want to slice that box diagonally, trim off the crust and stick little frilly toothpicks in it. Now that's a 35-cent idea!

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Recipe of the Week

Smoked Western Cutthroat Trout



Smoked trout served on Table-water crackers makes a simple yet elegant hors d'oeuvre for your next cocktail party.

You will need:

- 1 *Brinkman* hot-water smoker
- 5 pounds hardwood charcoal
- 2 pounds seasoned hickory chips
- Hip waders
- Fly-fishing rod
- An assortment of dry flies
- Airfare to Bozeman Montana
- Filet Knife
- Table-water crackers

Keep in mind that you do not need to pack the smoker, charcoal or hickory with you on the trip to Montana. On arrival at Bozeman, you will need to hire a fishing guide to find the really good trout streams.

Put on the hip waders and have the fly-fishing rod ready to — wait a minute, you're not really going to do any of this, are you?

A completely *unacceptable* substitute for this recipe can be made using a can of tuna, a bottle of liquid smoke and a box of Saltines.

Next Week: Aquaculture Wars — An explosive interview with two catfish, one farm-raised and the other wild! 🐾