



A Mere Paws . . .

the Official Newsletter of Doggerel Unlimited.



Winter 2005

Branding — It Doesn't Have to Hurt

By John Gutekunst

When I was young, there were a lot of old western movies always showing on TV. You know the type;

- dashing, chivalrous cowboy
- crusty old sidekick
- damsel in distress
- bad guy in black hat

They were always having a saloon brawl or branding some "dogies". This branding always seemed a bit cruel and unnecessary. Surely there was a better way to keep the cattle sorted properly.

Far easier and more effective would be photo ID cards clipped



to a lanyard for each cow. With a holographic overlay, a magnetic encoding stripe, barcode and signature panel there would be no question of which cow was which.

The word *branding* today has a different meaning entirely. Branding is the process of creating images and/or words that define your company. These images or words are used in all company materials so that public

in general and your customers in particular get a unified image of your company.

When successfully implemented, anyone that sees your brand instantly associates it with your company. It's also important that this association is a positive one.

Branding is important for almost every business. Properly done, it provides a consistent, positive image and message to customers. And it's not that painful of a process either. Surely not as bad as dealing with some yahoo in a ten-gallon hat brandishing a hot iron. 🐾

A Closer Look Arthur Hall Insurance



Walking around in West Chester the other day, I was feeling sort of uncertain, a bit doubtful and hesitant. Then, looking up — like a beacon of light — I saw a sign for Arthur Hall Insurance. I ran in and shouted "Reassure me!"

Karen Leary, sitting at the front desk, looked at me with disdain (which made me feel right at home). "This is an *Insurance* Agency, not an *Assurance* Agency," she told me. Karen noted my bewildered look, and took pity on me.

Arthur Hall Insurance has protected individuals, families, businesses, organizations, and professional offices all over the Delaware Valley and the tri-state area since 1966.

www.DoggerelUnlimited.com

They are committed to excellence and to establishing a lasting relationship of trust and service with every individual, family, business, and professional office they insure. Its no accident that they have been voted the Number one Insurance Agency in Chester County every year since 1993!



Arthur Hall's motto — protecting you and all you own — is more than just words. They provide prompt, courteous service as independent insurance agents, representing many well-known Insurance companies. They are located in historic West Chester. To find out more, go to ArthurHall.com.

As I left, I did feel reassured. The fine people at Arthur Hall can make the complicated business of Insurance understandable, and they do it in a very reassuring way. 🐾

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A Mere Paws
Friends don't let friends read
A Mere Paws.



Baying at the Moon

By John Gutekunst

Online on my Mind

You may have noticed recently that this newsletter is being delivered to you in a slightly different way. Instead of a glossy hard-copy sheet that you have to physically throw out, it is now conveniently e-mailed, so that you merely hit the delete key and you're done.

Seriously, this new format has advantages for both the newsletter sender and sendee(?). We save postage and print costs, and are therefore able to get our message out for a reduced cost. We can also track reader's interests. This is not to say we're spying on anyone, this is only information volunteered by the reader.

Newsletter recipients have the option of declining to receive the newsletter, and have their name removed from the mailing list. This is important for us as well — we are not going to impress current or potential clients by sending them something they don't want.

We hope you enjoy *A Mere Paws*, but if not, delete us! Go ahead, we can take it. Really. It won't (sniff) bother us (boo hoo) at all. Really. (all out wail of distress) We really really won't mind. 🐾

A Mere Paws is a Publication of Doggerel Unlimited,
a division of GK Productions, Inc.
324 W. Kings Highway, Coatesville, PA 19320
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Recipe of the Week

If You Knew Sushi . . .



Sushi has recently become immensely popular in this country. Sushi is basically raw fish, so there doesn't seem to be anything to cook. There are, however, things you should know.

You may have noticed at your local fishmonger that they often sell "sushi grade" fish. You may have also noticed that this special fish is also especially pricey. But raw fish is actually fairly bland, not exactly packed with flavor like Cheese Doodles or Nacho chips. So there is basically no flavor difference between "sushi grade" and "standard grade" fish, or "industrial grade" or "fertilizer grade" for that matter.

So if you are serving sushi, always go for the cheapest fish possible. If you ask, it may be that your fishmonger may even have some day-old fish sitting around in the back that he was saving for himself. Bon Appetit!

Special Note: While we encourage readers to try our recipes, we would urge caution. Failure to faithfully follow instructions can result in a gastronomic tragedy. As an example, note the attempt by one hapless reader to create Yummy Gummi Mummies for Dummies (pictured at right). Please don't let this happen to you. 🐾

