

# A Potpourri of Genres

## NEWSLETTER 5

Over the past few years there has always been a stand-out movie released over the Christmas holidays that had a unique style and genre, that proffered inspiration and gave light to a writing style that was both easy to read and open to subtle humour.

Alas not this year. **LORD OF THE POTPOURRI** was last year, the **Matrix** I did the year prior, **Cold Mountain**, how can you read a southern accent, Master and Commander, well I have used old English on many occasions better than they did.

The **Cat in the Hat** was to be the big release of the holidays, and so I thought I would attempt a newsletter in that vein, but that movie has bombed, and may not even be released here.

What made me think of that style was the very first email joke I got many years ago, about what a technical manual would be like if it was written by Dr Suess. Now if you are not computer literate then ask someone between 15 and 30 who is to explain the jokes. Those under 15 won't know what half the terms are because they refer to outdated hardware.

It goes: and you need to read it in the Dr Suess manner....

If a packet hits a pocket on a socket on a port, And the bus is interrupted as a very last resort,  
and the address of the memory makes your floppy disk abort, Then the socket packet pocket has an error to report!  
If your cursor finds a menu item followed by a dash, And the double-clicking icons put your window in the trash,  
And your data is corrupted 'cause the index doesn't hash, Then your situation's hopeless, and your system's gonna crash!  
If the label on your cable on the gable at your house, Says the network is connected to the button on your mouse,  
But your packets want to tunnel to another protocol, That's repeatedly rejected by the printer down the hall.  
And your screen is all distorted by the side effects of gauss, So your icons in the window are as wavy as a souse,  
Then you may as well reboot and go out with a bang, 'Cause as sure as I'm a poet, the sucker's gonna hang!  
When the copy of your floppy's getting sloppy on the disk, And the microcode instructions cause unnecessary RISC,  
Then you have to flash your memory and you'll want to RAM your ROM, Quickly turn off your computer and be sure to tell your  
mom!

**Now for the bad news:** This will be the **last** newsletter you will receive in this format. The good news is that I will doing 2 newsletters a year from now on BUT they will only be on the website. This way I can add colour, photos, slideshows, music, and make the whole thing harder to keep fresh, but more interesting to read and view, and of course I can have links to products on there.

A paper version will be available at trade fairs without the all the extras. Sort of the Virgin Blue newsletter.

### **Now to the substance.**

When the place where you are living, is so full its gunna burst  
And the garage is overflowing, and you feel the place is cursed,  
And boxes start to pile high, and the attic looks a treat  
Its time to find a larger space, and that's not an easy feat,  
So you move into a factory that has all the charm of hell  
But the stock keeps on mounting and the orders start to swell  
You find that the new castle was too small at every turn  
You have to find a bigger place, out west in Ingleburn

Our new address and contact stuff is very hard to write,  
In rhyming slang or Suessish ways, tho I tried with all my might  
The number to ring for orders now is the same as before,  
Tho the fax has changed to 9618- 6874  
And letters, cheques, and orders please that you will send when they are due  
Should be addressed to PO box 873 1890, At Ingleburn NSW,

### **In English please:**

For those who have just got used to the fact we moved out of my house and into a factory at St Peters, THINK AGAIN. With so many new products being introduced last year we had to move from our rundown abode to new larger GROUND FLOOR (YAY) premises way out west. Not quite at Bourke but it feels like it at times. (especially when halfway home you remember something you need and have to go back). No my memory is not fading... I may have run out of RAM but that's because I have so many balls to juggle (keep it clean).

### **Colours of 2004:**

**Last year** was not an easy year (Jane Austin understatement) and whilst the bureau of statistics keep telling us that Retail sales are booming (you must all groan every time you hear that) that boom seems to be stuck somewhere between the Lotto office and home loan repayments. Signs are though that slowly your customers are buying gifts again. Won't that be nice....

**This year** I am reducing the variety on offer in some areas, but increasing the stock levels of the remaining items. But at the same time we are adding so many new items and colours.

**The colours** of Summer and Autumn are still Mandarin and Lime (even together), and for Autumn and Winter it will be chocolate, brown, tan, and honey. So we've added nothing at all in those colours. Okay maybe a few things.

**Our shell range** has been increased with new shells (very hard to explain to small crustaceans that you are not happy with the colour and shape of their home and its time they updated) and lots of new products made from capiz (still trying to explain what it is) and shells, like new curtains made from thousands of tiny shells, candelabras made from capiz, and new nets filled with mixed shells.

**We have** new placemats and table runners / wall hangings, with coasters to match, and many more laminated balls with varying inlays. New spheres, vases, platters, and whole new display and product alignment look this year.

**Our shola flowers** are now metallic, glistening in summer and winter colours but with a silver shimmer, and we are offering most of the spheres in all the summer and winter colours. Plus new shola flower boxes with curls, decorative pieces and new fragrances

I said at the start that this was going to be in the style of The Cat in the Hat. And parts are but:

When your writing hits a block, and your mental stores decline  
And your time is running out, as you near the last deadline  
Then you'd better start to rethink how the newsletter should sound  
Cause your clients want their humour and it has to be profound  
But when the chosen style falters and your mind has gone awry  
And no other genre rises you cannot afford to cry  
A solution will present itself, and though it seems a cheat  
If you pull it off with confidence it will certainly be a feat  
That no other writer could achieve, a genre of its own  
An on its own will stand apart like none has ever known  
Cause though humour has its place in this its substance they all want  
Not just a few funny lines and a funnier looking font  
So when you want to tell them more, about the year ahead  
Of what is planned, of what's in store it is better it is said  
In a style and manner they can read, requiring little thought  
And if you cant in this genre, then better to abort.  
So with this phrase this style will end, tho a good idea it seemed  
It's far too hard to read and write and thus it has be deemed  
To tell the rest of this tale and what we there lay ahead  
In a more pragmatic way, and put this Suessish style to bed.

## **Where to find us in 2004:**

We will be doing just 2 trade fairs this year and from now on.

February 20-23: Sydney Showgrounds, Homebush Bay, Stand HJ26

August 7-11 Melbourne Exhibition Centre, Stand D13-15

Also our permanent showroom: [www.fracturedflowers.com.au](http://www.fracturedflowers.com.au).

The site contains photos and prices of every product and new releases are available online before trade fairs.

Also I will be doing specials on items running out, discontinued lines, and promotions.

TV and movie reviews might get added but also might give too much insight into my real persona.

The site will be updated and changing regularly with new products, photos, and stock availability soon.

The sad news for the year:

During the 3 months that I work on this, (yes it can take that long but in the end I just sit down and write it in a day or so), I found that humour did not come easily this year (yes that's obvious to even biased me). The week I started I had to put down one of my cats, and today as I write this I prepare myself to take Bully to the vet for the same fate. Without their company the stresses of running a business would have been intolerable and doing my late night paperwork even more lonely. (yes I'm still single, can you believe that, a nice guy like me).

So apologies for those used to much funnier start to the year from this musing. For those whose first newsletter this is, it won't seem to bad, just like everyone who say Alegria by Cirque du Soleil thought it was great, unless you'd seen Saltimbanco the year before, and those of us who did knew that the second was a pale imitation. Thus this newsletter will amuse some mildly and disappoint others.

Oh well, just like this year at the movies, promised much but nothing outstanding came of it. Hope this year is better for all of us and I look forward to seeing you in Sydney, at our new stand location, in a couple of weeks.

Gavin