



MARY MORGAN

# Creativity seasons messages

## Pizza on Earth.

Guess which local firm sent that holiday greeting?

Domino's Pizza is just one among dozens of corporate cards we get this time of year. Many of you give and receive your own set of business-related merry missives.

The best, like ones you get at home, come with a handwritten, personal note, something that shows you weren't just on a computer-generated mailing list.

The worst are from out-of-town firms you've never heard of, that say something like, "From your friends at XRT." Who?

Here are some of my personal favorites this year:

■ An image of the former farmhouse at 2117 Washtenaw Ave. in Ann Arbor, now offices for Acme Marketing Co. On the back of the card is a brief description of the building's history, along with Acme's Web address.

■ A white snowflake on the blue cover of a card from Interlink Networks, an Ann Arbor software firm. The snowflake's core is also the center of Interlink's logo - you see this through a small cutout on the front. The full logo comes into view when you open the card.

■ Some departments at the University of Michigan are sending out a card (heavy in Spartan, er, seasonal, green, I might add) with a wreath hanging on a stylized door. A cutout in the wreath's center reveals the maize-and-blue block M inside.

■ Web Elite, a local Web design firm, made a cartoon-esqe image of a computer mouse (or an ornament or alien space shuttle, depending on how you view it). And you guessed it - the text reads, "not a creature was stirring, not even a mouse."

Business-to-business cards are, of course, self promotional. Yet a few are noticeably more flagrant in that regard.

Domino's gets the prize in this category. The cover features the bear "Andy," from the firm's current ad campaign, tangled in a strand of colored lights. "Bad Andy. Good Holidays" the card reads, mimicking the "Bad Andy. Good Pizza" marketing slogan.

And I love the message from the Society of Manufacturing Engineers, which sends these greetings: "Thank you for your support and commitment to manufacturing." Years ago, when I passed my days reading poetry and constitutional law, I never imagined those words would ever be directed my way. Ah, life.

I can't get my act together enough to send out my own corporate greetings. For one thing, there are just too many choices to make. Design my own card, with a catchy way of wishing you well? Make it large and gaudy, or small and tasteful? Emboss my name on the inside, or sign each one by hand? Handwrite the address, or save time and churn out labels on the computer?

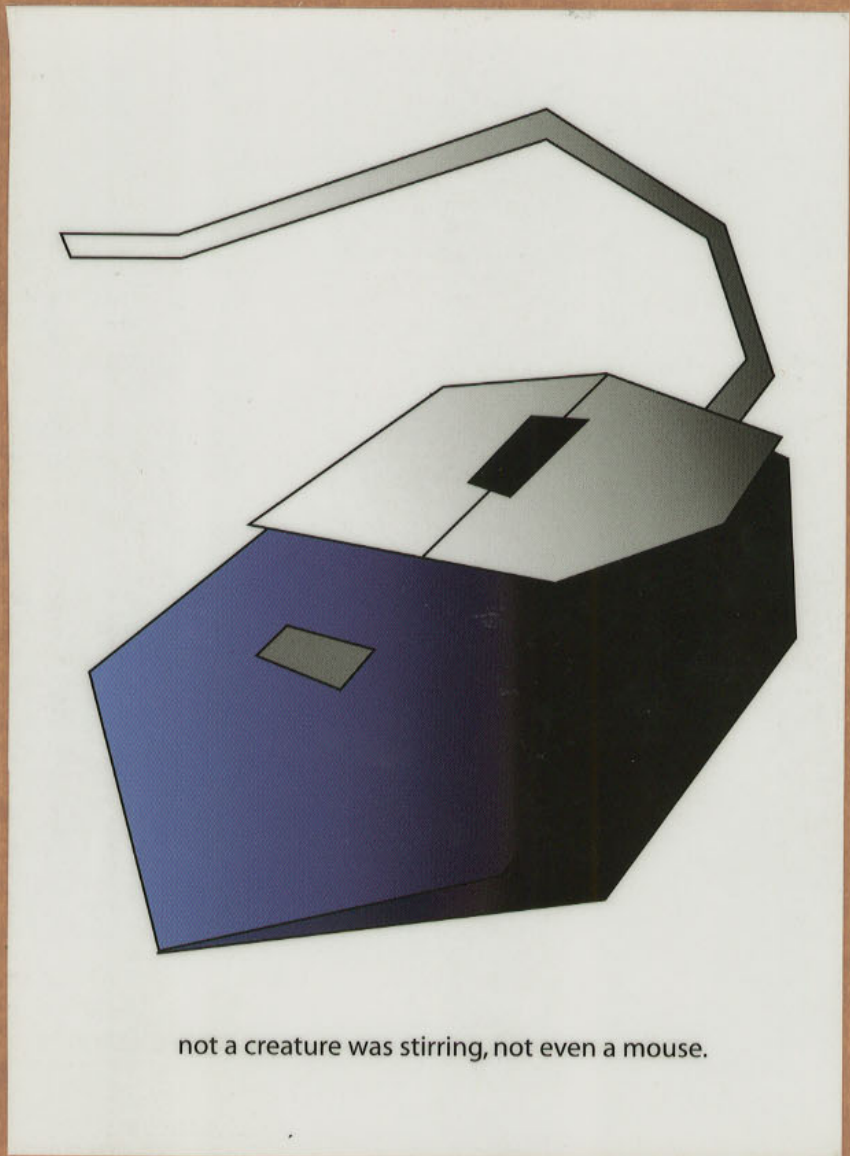
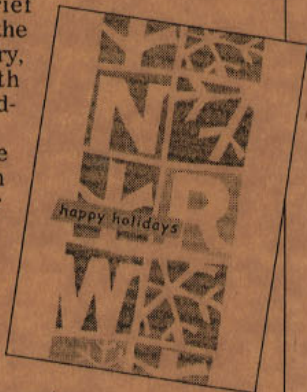
Sigh. Perhaps for Chinese New Year - in February.

Meanwhile, I'll join other businesses in wishing you Pizza on Earth™, Goodwill™ toward men.

And may all your News™ be just the right mix of naughty and nice.

## Just for laughs

When you've collapsed in a heap from the holiday crush and need a laugh, call National Discount Brokers' toll-free number at (800) 888-3999. Listen to all the options, choose 7, and enjoy.



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