Editorial



Where there is help, there is hope

For the first time in over a year we can now begin to see a light of hope at the end of this dark COVID-19 tunnel. As brighter days seem to be heading our way I want to again thank all of the people who have and are continuing to work to save lives and keep our community safe and healthy.

As our community, our country and our world confronted this unprecedented crisis, one inspiring trend emerged — people everywhere wanted to help.

In fact, still right now, searches for how to help healthcare workers, essential workers, food service staff, first responders and teachers have never been higher.

We are forever in debt to every essential worker and healthcare hero on the front lines of this pandemic, and grateful for every helper supporting them.

We thank them for every late night, every extra shift., every missed dinner at home. We thank them not only for the sacrifice they continue to make for us all, but the sacrifices their families and loved ones are making in kind.

We thank them for showing up every day and night, all in service of saving lives and helping others. Where there's help, there's hope.

Essential support

In every edition of the Donalsonville News, you will find, on at least one page, a message about keeping Seminole County green and shopping at home; we believe in that message and we will continue to support and promote it. Supporting our hometown merchants, especially the ones deemed essential during this COVID-19 crisis is a



Impressions David Maxwell david@donalsonvillenews.com

thing to do because our local merchants are our neighbors and our friends. Keep in mind what the Chamber of Commerce frequently reminds us of in its shop local announcements, which rings true now more than ever before – "Buy local or bye, bye local."

smart thing to do for our lo-

cal economy and it is the right

With that said, I would just like to remind everyone that the Donalsonville News is also one of those local Seminole County merchants. We proudly support you and

shopping in this community and we need the community's businesses to support us by advertising in their local news paper. An increase in advertising in each edition directly increases the space available for features and promotions designed to spotlight the community and to benefit its

Not advertising is like being alone in a dark room with the door closed. You know you are there, but no one else does. Most businesses have to advertise if they are going to succeed because it is the basic way customers learn they are out there and what they have to offer.

Yet it is surprising how sometimes many business owners assume that their great idea, or cool location, or bright sign, or good looks, or whatever else it is, will bring people in the door. Here's what brings new people in the door: newspaper advertising combined with all of the above. Sure, marketing is great and important, as is networking, and social networking, and customer service, and word of mouth; but advertising is the route with potentially the biggest payoff. Advertising turns the light on —it lets people know you are out there.

Newspaper advertising works and it works well in a small community like ours.

•Your ad is physical and, as such, can be clipped (no need for printing). It can contain details, prices, offers and contact information that is sometimes more difficult to get across (and remember) with the electronic media.

•Your advertisement in a physical newspaper is not a click, or DVR fast-forward, or changing to another station,

•People take time with the paper, and thus can really read your ad.

The toughest question to answer about newspaper advertising is how big of an ad to run, and how often. The answer is: As much as you can afford. Like most advertising, with newspapers, repetition is the key, repetition is the key, repetition is the key. What is the key? See?

Use us to your advantage each and every week! Shop locally and advertise locally in your community newspaper - the Donalsonville News. We are here for you, and with your help and support, we will always be.

Stay safe, stay healthy, and stay kind, Seminole County.

Comments and impressions are welcomed and requested at david@donalsonvillenews.com

Pillow Talk

"Dan", she screamed. "The tag goes on the inside." Of course, I know it does because she has told me so a hundred times. It has been a while since I helped my wife put new sheets on the bed. Her reminder came as I stuffed the pillow into the pillowcase in a way that would leave the tag on the pillow in the opening. After 43 years, I should know that is a big no-no.

I would suggest there are not many things left to change after all these years. It feels like all my bad habits have slowly been corrected until I am literally the perfect husband. She would say that we get along because she chooses to ignore all but the most egregious of my errors.

It started shortly after we were married. It was a surprise that she felt like I should pick up my own socks and put them in the laundry basket each day. Prior to marriage, that was probably a once-aweek task. Underwear probably fit into that same category. It took a while, but I gradually gave in to her wishes. That was just the beginning.

The next thing I knew, she wanted me to pick up the paper that I read cover to cover each day, leaving the sections strown about wherever I finished one. Once again, I acquiesced.

Next, it was to use a napkin instead of paper towel. That is one I still struggle with. Frankly, when she is not at home for a meal, I secretly use paper towels, making



Ponderings Dan Ponder dan@ponderenterprises.net

sure they are put in the bottom of the trashcan before she returns.

An early debate was one I agreed with quickly. The toilet tissue rolls over the top. That keeps it from hanging against the wall. Not a big deal when it is as clean as our bathrooms are kept at home, but you have seen some of those commercial bathrooms. You know, the ones with the empty hourly checklist on the back of the door. You do not want anything, including the toilet tissue, to touch the walls.

In fairness, I won one of our early battles over the type of peanut butter to purchase. I was raised on peanut butter, which meant smooth peanut butter. Crunchy peanut butter made me feel like they had not completed

the process. After years of being a two peanut butter family, she finally came over to the smooth

After a few decades, new differences arise out of nowhere. The latest thing I became aware of that I was doing wrong was leaving a glass upside down in the sink. I would do that as I went to bed at night so the glass would drain. Then I found out that it would leave a stain in the sink. I thought that is why we had a porcelain sink in the first place, so that it would not stain. This old dog learned that new trick quickly.

There are some things I will never do as well as Mary Lou. Try as I might, I just cannot fold t-shirts with the same crisp lines that she seems to do with little effort. We agreed that it was just easier for her to do it herself.

That is when it hit me. If I occasionally did something wrong, I might not have to do it at all. There is a certain finesse to being successful with this approach. It must never appear you are doing it on purpose, and you must always feign surprise or sorrow at forgetting yet again.

Take pillows. If you occasionally leave the tag out of the opening in the case, you just might learn that you do not have to change the sheets for a long time. Who says you cannot teach this old dog a new trick?

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It's on the tip of my tongue

Do you ever have a hard time coming up with the right word? You get stuck and pause in the middle of a sentence, grasping to remember the name of that type of knife technique where you dice vegetables until they're incredibly small. By the way, the term you're looking for is "brunoise," but you can't quite retrieve it from the place in your brain where that word lives.

We have a few different terms for not remembering the right word. If you can't remember the right word or term, you are experiencing "lethologica." This is when you can't remember the word "brunoise," but for some reason, you can recall "chiffonade" and "julienne." This trips us up almost as much as the hurdler who had her shoelaces tied together, and it makes us feel like we're not the sharpest knives in the drawer, so to speak.

If, on the other hand, you have a hard time remembering names, you are experiencing "lethonomia." I knew a guy who was horrible with names; he simply referred to someone whose name he couldn't remember as "what's his head."

For some reason I wanted to remember the name of the guy who



The Grammar Guy **Curtis Honeycutt**

used to play first base for the Toronto Blue Jays. He wore a batting helmet out in the field. As a member of the Blue Jays, the guy whose name I couldn't remember won World Series rings against the Braves and Phillies in 1992 and 1993, respectively. He was left-handed like me. I could remember all those details, but I couldn't remember his name was "John Olerud." That's lethonomia.

Both words lethologica and lethonomia come from the River Lethe from Greek mythology. Also known as the River of Forgetfulness, the River Lethe was one of the five rivers of the underworld of Hades. As the legend goes, when a dead person drank from the Lethe, her earthly memories would be erased and she would be reincarnated. There was also a goddess called Lethe, who was the divine representation of oblivion and forgetfulness.

When you become obsessed with trying to remember a specific word, you are experiencing "loganamnosis." I recommend carrying around a small notebook or keeping a running note on your smartphone with thoughts and ideas that come and go throughout the day so you don't forget them later. However, if you can't shake your loganamnosis because the word feels like it's at the tip of your tongue, I recommend a hearty bowl of alphabet soup.

Curtis Honeycutt is a syndicated humor columnist. He is the author of Good Grammar is the Life of the Party: Tips for a Wildly Successful Life. Find more at curtishoneycutt.com.

Join the celebration!



Join the planning committee for Seminole County's rescheduled 2021 Centennial celebration. **Call the Donalsonville-Seminole County Chamber of Commerce at** 229-524-2588 and volunteer.

The Centennial celebration has been rescheduled for the Fall of 2021. The dates of planning and organizational meetings for the scheduled events will be announced in the near future. Watch this space for details!

Donalsonville News

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