

# **DISPATCHES**<sup>TM</sup>

*Insights On Brand Development From The Marketing Front*

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Monday, May 24, 2015

## **MEMORIAL DAY 2015**

There will be no DISPATCHES article for this week. It is our Memorial Day holiday here in the U.S. It is a time to celebrate our many freedoms purchased with the precious blood and lives of those courageous individuals (fathers and mothers, sons and daughters, brothers and sisters, relatives, friends and those whom we never met) who responded to the call of duty and fought in wars across the globe. We give special thanks on this day to each of them, and all those who currently serve in our nations' military on behalf of world peace.

*Cover them over with beautiful flowers,  
Deck them with garlands, those brothers of ours,  
Lying so silent by night and by day  
Sleeping the years of their manhood away.  
Give them the meed they have won in the past;  
Give them the honors their future forecast;  
Give them the chaplets they won in the strife;  
Give them the laurels they lost with their life.*

– Will Carleton

We will return with a new DISPATCHES article on Monday, June 1, 2015.

Richard Czerniawski & Mike Maloney

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