

Best Business Name

Donkey Coffee

What's in a name? I'll tell you what's in a name, letters. A bunch of them, and how you configure these letters can mean the success or failure of your business. Just think, for example if McDonald's had been called Poopenheimer's or MudDonald's. They would be eating Mudshakes and other poorly named items. The name reflects on the business and that's why businesses sometimes change names so they can change their image. I'm thinking of changing my own name to Flash.

Personally, I don't know how Heck's

stayed in business all of these years. My parents didn't want me to say heck. I hope they don't read this.

Anyway, the Best Business Name in Athens, according to our readers, is **Donkey Coffee**. The coffee isn't actually made out of donkeys like most people think; the name is just a catchy monicker that has proved very popular.

Second place this year goes to Shoe Be Do, which makes me want to dance. Third place goes to Purple Chopsticks, which is a name that fuels the imagination.