

Insider's Edition

American Fidelity Title

Cultural Icons of St. Patrick's Day Snakes, shamrocks and leprechauns

St. Patrick's Day is a celebration of Irish culture as much as it is about the saint. While many of the symbols associated with March 17th are directly related to St. Patrick, some have absolutely nothing to do with him.

Snakes

Although there is no historical evidence for the event, St. Patrick is credited in popular legend with driving all the snakes out of Ireland. Depending on which version of the legend you hear, he either drove them into the sea after giving a sermon on a hilltop, or he fasted and meditated for forty days on a mountain, which drove the snakes away. Either way, the snakes fled into the sea and drowned. In actual fact, the Ice Age took care of any snakes that might have been in Ireland. What the legend truly represents is the driving out of paganism from Ireland.

Shamrock

There is no historical evidence for this legend, but who knows? When Patrick struggled with the task of explaining the Trinity to the Irish, he used the shamrock as an analogy. Each leaf on the plant is of equal size and importance, as it is with the Father, the Son and the Holy Ghost. The legend had enough influence that the shamrock became the national symbol of Ireland.

Leprechauns

Okay, the little guys have nothing to do with St. Patrick. Zip. Nada. In Irish legend, leprechauns are a far cry from their happy-go-lucky modern counterparts. They were generally seen as bad-tempered spirits, capable of great mischief. They did have pots of gold, and catching a leprechaun forced it to reveal the gold's location, although the leprechaun was likely to come back at you later. They probably became associated with St. Patrick's Day because a) they were Irish, and b) they looked cute on greeting cards. I doubt the original leprechauns would be too pleased with this...

Is eMail Marketing Effective For Real Estate Agents?

Many think that the sheer volume of e-mail that we all receive on a daily basis has **ruined the effectiveness of e-mail** as a marketing tool. And the fact that spam has received so much attention in the news lately also hasn't done much to instill confidence in this medium.

In our opinion, the idea that e-mail marketing is no longer effective really stems from people failing to make the **distinction between spam and legitimate**, permission-based e-mail marketing. While it's true that spam is not an effective marketing tool -- it never really has been -- permission-based e-mail marketing continues to be a tremendously powerful, easily trackable, and instantly measurable way to market your product or service.

Need proof? A recent DoubleClick study reports that 69% of American e-mail users took action online after receiving permission-based e-mail marketing. That's great news for agents who continue to use e-mail as a marketing tool. The fact that almost **70% of people have taken action** as a result of receiving an offer online demonstrates that e-mail remains one of the most effective marketing tools in history.

Answer to last months Brian Teaser

- 1) New Delhi (New Deli), India
- 2) Moscow (Moss Cow), Russia
- 3) Warsaw (War Saw), Poland
- 4) Kingston (King's Ton), Jamaica
- 5) Beirut (Bay Root), Lebanon
- 6) Khartoum (Car Tomb), Sudan
- 7) Budapest (Buddha Pest), Hungary
- 8) Quito (Key Toe), Ecuador

For more information, please contact your American Fidelity Title Marketing Representative at 954-492-5000

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The Claddagh Ring

The traditional wedding ring of the Irish since the 17th Century, the Royal Claddagh ring is today worn by people all over the world as a universal symbol of love, loyalty, friendship and fidelity, and of their Irish heritage.

For love, we wear the heart. In friendship, we wear the hands. And, in loyalty and lasting fidelity: we wear the Royal Claddagh crown.

Worn on the right hand, with crown and heart facing out, the ring tells that the wearer's heart is yet to be won. While under love's spell it is worn with heart and crown facing inwards. Wearing the ring on the left hand, with the crown and heart facing inwards, signifies that your love has been requited.



Corned Beef & Cabbage with Horseradish Sauce

1 Onion 4 Cloves
whole 4 pounds Corned beef
2 Parsley sprigs 8 Peppercorns --
whole 2 pounds Cabbage
1 cup Sour cream
1 tablespoon Prepared horseradish

Peel onion and stick with cloves. Put corned beef, onion parsley and peppercorns in a large pot and cover with water. Cover, bring to a simmer and cook gently until tender, 2-1/2 to 3 hours. Cut cabbage into wedges and core. Add to the pot, cover and simmer until tender, about 30 minutes. Combine sour cream with horseradish. Serve the meat and cabbage with some of the broth ladled over all and the horseradish on the side.

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Providing Premier Title and Closing Services

St. Patrick's Day is an enchanted time - a day to begin transforming winter's dreams into summer's magic.

~Attributed to
Adrienne Cook

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