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An unfortunate acronym

Tuesday, November 19, 2013

As I was deleting the mail that had accumulated in my junk folder, I noticed one from UTI. Maybe it's a health site about the causes/treatment of Urinary Tract Infections? That's what UTI means to me.

No, I was being advised of the opportunity to study automotive mechanics at UTI (Universal Technical Institute).

Note to future entrepreneurs:
Before you name your enterprise, google the acronym. You may be surprised at the result.

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MARYJEANSL

Very funny - I had an acronym search yesterday, looking for CPC, which stands for quite a number of different things. What I was looking for was a type of pediatric brain tumor (yes, I am probably obsessed), which I eventually found to be choroid plexus cancer. And GH, which not only stands for Good Housekeeping, but in the context of pediatric brain tumors, stands for growth hormone. Context matters so much in such things!
2758 days ago



TERI-RIFIC

LOL. My church had a contest once to name a Bible study for the youth. My daughter came up with: The BIG BS. (believers in God Bible Study) She had no idea what BS stood for. I am not making this up.
2762 days ago



PMRUNNER

My FIL was a deacon at his church that was leading a regional reform effort. Someone on the committee wanted to call it the Pennsylvania Ohio Reform Network until my FIL pointed out that it really didn't work out as an acronym!



Another church I saw had big banners that spelled out WTF (for worship, truth and faith).

I liked your blog and enjoyed the comments!
2762 days ago



TRAVELGRRL

My sister used to work for a company named Computer Services Corporation (CSC). I worked as a teacher in a prison and CSC was a crime -- Criminal Sexual Contact. Funny blog!
2762 days ago





WILSONWR

I've been ignoring the "friend feed" for a while since my wife has been in the hospital. Good to "see" you here again. A few other unfortunate acronyms: the Culinary Institute of America (CIA) and KIA (the car dealership) reminds me too much of the Vietnam days - "Killed in Action."
2763 days ago



MOOSLADY

I asked Fiona yesterday what her math lesson was about. She answered, "LSD" I did a double take then she explained: Less Sum Difference.
2763 days ago



CD14270285

Oof, at least it's memorable ;-).
2763 days ago



SUNSET09

Some acronyms are funny, some, not so much and can lead you down the wrong path! The

company may miss out as it can become frustrating!
2763 days ago



MERRYMARY42

they are all great,
2763 days ago



PHOENIX1949

LOL
2763 days ago



CD14034154

Brooklyn,

Well, that totally caught me by surprise! I'm going to have to do some research, as I've never heard of this company!!!

Be blessed,

- Nancy Jean -
GA
2763 days ago



KELLIEBEAN

I KNOW! I have seen commercials for them and as someone who used to have recurring UTIs, it would just make me curl up inside. Who sat around the marketing table back then and thought this was a good idea?!!!



By the way, thank you to the nurse practitioner that suggested I try taking cranberry supplements twice a day. I had little faith but tried it anyway and haven't had a UTI in over six years!
2763 days ago



WATERMELLEN

My dad's job title: A.S.S. (Area Superintendent of Schools). He loved it!!
2763 days ago



MWWENSIN

GM had a hard time selling the Chevy Nova in Mexico because no va means no go in spanish - whoopsie
2763 days ago



BOOKAPHILE

Oops! Lol.
2763 days ago



CD12146214

Now that is a good tip that I will pass on to my nieces and nephews.
2763 days ago





CD988070



2763 days ago



CD13758606



Hehehe. There ARE worse junk you can get in your email.



2763 days ago



SLIMMERJESSE



Funny!

2763 days ago



GINIEMIE



Well it could have been worse, it could have been something rude or crude. But you are right with as many acronyms as there are floating around the world, it would be wise to check it out first. Wouldn't hurt the medical profession to just say it either.



2763 days ago



DR1939



Although it may be a ploy by UTI to get you to look at their ad just as you, and I'm sure many other women, did.

2763 days ago



NUMD97



And that is the reason ESSO changed its name to EXXON. Even before the days of Google, the oil company researched it, and to its horror discovered that ESSO was not a palatable word everywhere on the globe. [Keeping it G-rated for the SP folks]. Humbling experience, I'm sure, for the board of directors, but a smart move nonetheless.

Better late than sorry!

2763 days ago



SUZYMOBILE



Oh geez! That IS unfortunate, but it also tells you something about how much you can trust a place stupid enough to give itself that name. Probably neither reputable nor in the United States!

2763 days ago

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