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## The first snowfall



Every company with a history has an inside joke or two deriving from some memorable moment. At the Fleet Sheet, one of them is "rock the damn thing," which the irascible publisher bellowed once as the staff tried furiously to get a stuck car out of a snow pile. For people from northern climates (Montana, for example), it's second nature to turn the wheels into a spin, to pump the brakes in a skid (before ABS), not to stop a vehicle on an icy incline, or to rock the damn thing instead of wildly spinning the stuck car's wheels and slumping deeper into the snow or mud. Northerners also know that as soon as the first snowflakes fall, it's best to avoid all those people from milder climates who get paralyzed by a few centimeters of white stuff. Every snowfall is like the first snowfall for those who don't see it very often; which is a beautiful thing, unless you like to drive a car, take a train or walk on a sidewalk.

\*Definitions: [encarta.msn.com](http://encarta.msn.com)

### public affairs (Noun)

*Issues that affect people generally, or issues arising from the relationship of the public to an organization such as a government body or a financial institution.\**

### public relations (Noun)

*Management function that creates, develops, and carries out policies and programs to influence public opinion or public reaction about an idea, a product, or an organization.\**