

The Welcome Clothing Idea (September 2006)

With the success of the new Welcome/MES logo on the little stuff (like business cards, stickers, and shipping labels) at MES, I decided to get some dress shirts stitched with the logo to wear on customer appointments. I had a routine instrument demo at Sheppard Air Force Base, 1 hour northwest of Dallas, TX. I had my new Welcome Man shirt on for the first time and I was pretty nervous about it. I have come to learn that nervousness is usually connected to greatness, though it can be tough to ride up until the moment of truth. I set up the Sperm Quality Analyzer for the demo and in they come: Two people, then four people, then eight people; before I know it the room is packed with about 15 people, mostly younger ladies ready to watch my demo. Wouldn't you know it - the day I wear the new shirt and am nervous about it, is the day I set a new record for attendance on an instrument demo. Why am I nervous you ask? Because the industry usually calls for suits and ties and I am trying to stand out as an individual and wear something with some character. So the demo starts and I say about three words before a guy in the back of the room stops me. He says; "first of all, where do I get one of those shirts!" Everybody starts giggling and the demo turns silly. I would say it was about 1/2 business and 1/2 Welcome for the next hour as I try to present the system to a room full of charged up Air Force cadets. Things peaked when the Major got involved and asked me "So, what's his name?" I respond; "Welcome". The room completely freezes. Then, like an explosion the laughter just bursts out and people are rolling. It was a true case of uncontrollable laughter - and all of this from a little sperm mascot named Welcome!

It was on the drive back to Dallas that afternoon when I decided to start Welcome Clothing to market this little character on his own (apart from MES). The response was so strong; one of those rare opportunities where you just know something has "hit the target". It rings to the tune of Walt Disney and Mickey Mouse to me. I was literally screaming and yelling with joy during the ride back to the airport that day, planning the first step of my new business. Every appointment I have had since (100s) has confirmed my decision. I have since trademarked Welcome as a logo, the business name Welcome Clothing, and the saying: "Remember, it All started with a Sperm". As Welcome Clothing approaches great success, "Let us never forget, it all started with a Sperm".

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