

Friday, August 02, 2013

Dear Sonoran Truth,

In keeping with your title, I am searching for some truth that eludes me. Maybe you can help. I'm referring to the letter John Hoepfner wrote to you about his company.

I have some questions that I fail to find answers for in Hoepfner's NameQuest site. I spent time poring through it and have more questions now than I did before.

What exactly is Verbal DNA Branding? Verbal Branding is not even in his glossary.

<http://www.namequest.com/Glossary.html>

And what does it have to do with pictures of John McCain? Did Hoepfner 'Verbally DNA Brand' John McCain? I thought he was born with that name.

How exactly did he 'Verbally DNA Brand' the companies he's showing on his website?

NameQuest says they've been in business since 1984. I thought Nabisco, SC Johnson, Campbell Soup, et.al, were around long before 1984 but they are prominently shown on his website. Did he 'Verbally DNA Brand' them? Did they give permission to use their names for his Verbal DNA Branding? I wonder.

What exactly are these companies paying for with 'Verbal Branding'? For that matter what is Verbal DNA Branding...but I digress.

His website says: "He is one of the founders of Cave Creek."

Gosh, he must be pretty old! Cave Creek was established as a gold mining town and stopping point for the U.S. Cavalry in the mid-1870s. <http://cavecreekvisitorsguide.com/>

Even more strange, the 'Founder of Cave Creek' has his business address in Carefree.

NameQuest, Inc. - U.S. Mail: PO Box 5587 - Carefree, AZ 85377 USA

[http://www.namequest.com/Contact\\_Us.html](http://www.namequest.com/Contact_Us.html)

As a 'founder' of Cave Creek, why is he using Carefree as his business address?

And finally, you are quite right about this Sonoran 'Truth'. He has a deep connection to the Sonoran News. It's the same newspaper that prints Swastikas and then says it was meaningless. All the pictures are courtesy of Don Sorchych.... Sonoran News publisher.

Cave Creek Resident.