

Winning Strategies in the Ever- Changing Economic Development Landscape

Iowa Area Development Group – 2023 Partners Forum

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October 19, 2023























Campaign Special

ON SEPTEMBER 10TH, EACH OF THE PRESIDENTIAL CAMPAIGNS WAS GIVEN A RECORDING OF THE KINGSMEN'S 1963 CLASSIC PARTY SONG, "LOUIE LOUIE." EACH CANDIDATE WAS ASKED TO DO HIS BEST AT DECIPHERING THE TOTALLY INDECIPHERABLE LYRICS. WE FOUND THE RESULTS VEEBERRY REVEALING. BELOW ARE THE ACTUAL LYRICS AS WRITTEN BY R. BERRY IN 1955:

LOUIE LOUIE, ME GOTTA GO
LOUIE LOUIE, ME GOTTA GO
FINE LITTLE GIRL SHE WAITS FOR ME
ME CATCH THE SHIP FOR CROSS THE SEA
ME SAIL THE SHIP ALL ALONE
ME NEVER THINKS ME MAKE IT HOME
(CHORUS)
THREE NIGHTS AND DAYS ME SAIL THE SEA
ME THINK OF GIRL CONSTANTLY
ON THE SHIP I DREAM SHE THERE
I SMELL THE ROSE IN HER HAIR
(CHORUS, GUITAR SOLO)
ME SEE JAMAICA MOON ABOVE
IT WON'T BE LONG, ME SEE MY LOVE
I TAKE HER IN MY ARMS AND THEN
ME TELL HER I NEVER LEAVE AGAIN



THE LYRICS TO "LOUIE LOUIE" AS HEARD BY MICHAEL DUKAKIS:

LOUIE OO-I, WE GO GO
LOUIE OO-I, WE GO GO
IF I LIP CURL AWAY AFRO BEE
CATSUP (EXPLETIVE) CROSS FROM ME
ME SAIL SHIP O' STATE ALL ALONE
MAR-ASCHINO CHERRIES AT HOME
(CHORUS)
GREEK MICE HE FAIL TO SEE
NEED MORE TAX, OH FREQUENTLY
KITTY SHE LEAD ME EV'RYWHERE
RING IN MY-A NOSE, FALAFEL HAIR
(CHORUS, ETC.)



...AS HEARD BY GEORGE BUSH:

LOUIE LOU-I, WINNE-BAGO
LOUIE LOU-I, WINNE-BAGO
THE WIMP THING NO NO ME
ME CATCH SHRAPNEL O'ER SEA
ME TOSS ANN RICHARDS A BONE
MEANER STINKS MEAT BAKE IT COME
(CHORUS, GARBLED STANZA)
MES-SY PAUL ANKA MOONS A DOVE
TED KENNEDY ALONG, ME LIKE TO SHOVE
TAKE BENT-SEN AND QUALMS BEGIN
IRAN-CONTRA THING MAKES ME PHLEGM
(CHORUS)



...AS HEARD BY BILL D. CAT:

LOUIE LOU-I, NE GA GO
LOUIE LOU-I, NE GA GO
EE FI LI CURL WAY FRA NEE
EE CAT-TA SHI FO KRA-SEE
ME SAIT A SHI AUUUU LOME
EE NEWA FWO MA-MAKE I OME
(CHORUS)
REE NIE (GARBLED) ALL ZEE
ME TINK (GARBLED) EE (GARBLED)
(GARBLED) DWEE L'L FRISKIES
(GARBLED) ACK
(GARBLED)
(GUITAR SOLO)

REVEALS A SIMPLE HONESTY

MUST MEAN SOMETHING!

AHA!

Bloom County comic strip from September 1988 by Berke Breathed © Washington Post Company (available in trade paperback "THE NIGHT OF THE MARY KAY COMMANDOS" - highly recommended!)







INTENTIONALITY

INQUIZITIVENESS

INGENUITY

INCLUSIVITY

INSTITUTIONALIZE

INTEGRITY

Questions or Comments?