

Editor Jeff D'Alessio's

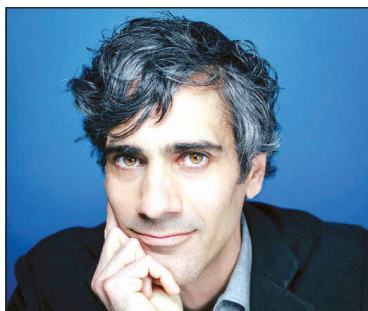
BIG 10

This week's question:

The theme of Part 4 of our continuing "how to" series: **coming up with a name** — for your first-born, cats and dogs, restaurant menu items, characters in a novel and more. (Have a how-to topic you'd like us to explore? We take requests at jdalessio@news-gazette.com).



Naming a website



→ **Yelp co-founder and CEO JEREMY STOPPELMAN (University of Illinois Class of '99):** "I wanted to name the company 'Yocal,' a play on local yokel, but we couldn't buy the domain name from its owner.

"A coworker suggested Yelp since it seemed to connect to both help and yellow pages, but (co-founder and fellow UI alum) Russ (Simmons) and I both thought it was a bad idea since 'yelp' back then was more closely associated with the sound an injured dog might make.

"After sleeping on it, we saw the light and purchased the domain for \$5,000, an ungodly sum at the time. Thank goodness we did — short, memorable, easy to spell, we really lucked out."



→ **YouTube co-founder and former UI student STEVE CHEN, a 2022 Grainger Engineering Hall of Fame inductee:** "It was Valentine's Day 2005. I was with (co-founder) Chad (Hurley), talking about ideas for a new venture.

"After chatting about the rough idea of a video-hosting service that would take video uploads, transcode the videos and make the videos playable within a browser, the conversation progressed to one, the naming and two, the logo design, which we both did that night.

"The name 'YouTube' is the conglomeration of two words: the 'you' part focuses on the identity of the content creator and characters in the content; it is a user-generated site featuring content uploaded by users. The 'tube' was a reference to a television."

Naming a baby



→ **Popular TikTok consultant JESSIE PAQUETTE (@dreambaby-names), a self-described "professional baby-name freak":** "Don't let anyone ruin your baby name and don't let anyone tell you what you need to name your baby.

"A major part of my business has unexpectedly revolved around name regret. I had no idea going into this that quite literally half of my consultations would be for parents looking to

Naming kittens



PIXIE AND GREMLIN

Provided



→ **Champaign County Humane Society Executive Director MARY TIEFENBRUNN:** "I recommend giving it some time. I have two cats, adopted as 8-week-old litter mates. We didn't name them right away, but within a short while, the perfect names for them became apparent.

"One day, we noticed our more mischievous kitten sitting where the sun came through the window, back-lighting her head and giant kitten ears. We were amused that she looked like a gremlin. And it dawned on us in that moment that 'Gremlin' was the perfect name for her. She was always getting into trouble around the house and especially enjoyed messing with our technology — charging cables, electrical cords, etc.

"With Gremlin's name settled, we turned to her litter mate, a sweet-natured, sprightly kitten, whose mischievous antics were playful rather than vexatious — and the name 'Pixie' was bestowed upon her.

"They are now 5 years old, and their names still fit them to a T."

legally change their children's names after choosing 'wrong.'

"Of course when people hear me saying to essentially not let any outside opinions influence the baby names people choose, they often think of the most polarizing baby names they've ever heard. In reality, though, I see people being talked out of names as normal as 'Emma' because their sister knew an Emma once and didn't like her.

"I also see people that were forced into family naming traditions from their in-laws and regret it deeply.

"All this just to say: My advice is to keep your naming between you and your partner, and trust your instincts. This is the first parenting decision you get to make for your baby, and you're very capable."



My Name For Life

→ **My Name for Life founder and baby-naming consultant SHERRI SUZANNE:** "Pick a name you can introduce with confidence. When parents introduce children with confidence, children introduce themselves with confidence too.

"Can you say easily, 'This is my son, ___' or 'This is my daughter, ___'? I ask parents to imagine the name were theirs: 'Hi, I'm ___.'

"Ensure the name and surname pair does not form puns, rhymes or phrases."

Naming a puppy



→ **DR. JOELLA KOSS, veterinarian/owner at Mahomet's All About Animals Pet Clinic:** "The very first dog that was truly mine was a Cavalier King Charles Spaniel puppy. Because I was a die-hard Chevy fan — and her breed had 'Cavalier' in the name — I gave her the royal title Princess Chevalier. But of course, we just called her Chevy.

"Then along came my husband. He already had a dog, a 3-year-old Weimaraner. And here's the funny twist: he's also a Chevy fan and had named his pup Miss Chevrolet. That's right — when we tied the knot, we didn't just become Mr. and Mrs., we became a two-Chevy household.

"Fast forward 17 years, and both of our Chevy girls have crossed the rainbow bridge. But the story of 'his Chevy and her Chevy' will always be special. After all, not every couple can say their marriage started with a double dose of Chevys — four wheels not included."



→ **DR. TEGAN STOERGER, chief of staff at Champaign's Animal Hospital at the Crossing:** "I always try to pick a characteristic of the breed or something I'm drawn to. For example, when naming our Basset Hound, I wanted a French female name since bassetts originated from France.

"We came across 'Lucille' and it seemed like the perfect fit. Also, my husband was a huge fan of Lucille Ball growing up, so he approved.

"However, if I can tell you one thing about naming pets — they never have just one name. Our first Dachshund was Oliver. No rhyme or reason behind the name; I just liked it. However, as time went on, Oliver became Oliver Daniel — because why not have a middle name?

"Then, that evolved to Oli Dan. Oliver came to work with me almost every day for a decade, so naturally he became Oli Dan the Office Man.

"By the end of his 18.5 years, we had probably 15 versions of his name and he responded to every single one. That Basset — she's Lucille, Lucille Elizabeth, Lucy, Lucy Goosy, Luce Caboose, Lucy Poo ... just to name a few."

Naming a restaurant menu item



→ **JEFF BUCKLER, owner of Sadorus' Buford's Pub, home of the "Trash Can Nachos":** "When we started, we used a No. 10 can full of chips, a pound of taco meat layered with lettuce, tomato, onion, black olives, jalapeños, Shelley's sweet salsa, sour cream and nacho cheese.

"Then at the table, the big reveal. You would flop the can over and lift it up. The nachos would flow out like dumping a trash can. Who doesn't like a big ol' heaping mound of nachos?"

Naming characters in a book



→ **Best-selling novelist JAMIE FORD, a 2017 "Great Authors" guest of the Champaign Public Library:** "When I need names, I often go spelunking in the census; 1921 alone offers up curiosities like Enumerance, Orris and even parents bold enough to have christened their child Goodluck.

"But sometimes it's simpler. Keiko Okabe, from 'Hotel on the Corner of Bitter and Sweet,' was borrowed from a friend. We even once went to a Beastie Boys concert together. Which, in retrospect, feels like a pretty good origin story."

Naming a football play



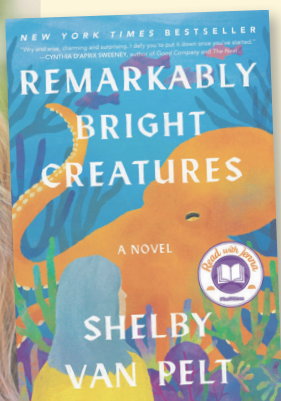
→ **Former Illini coach JOHN MACKOVIC:** "When I first took over at Wake Forest in 1978, I wanted to instill some toughness in our team, so I named our goal-line offense 'Steeler' after the Pittsburgh Steelers, who were indeed tough.

"The power run from Steeler was straight ahead, right at the defense; the accompanying pass was a fake of the run and a rollout pass.

"While coaching at Texas, I was visited by Lee Corso — yes, that Lee Corso — who watched our goal-line offense one day. Lee mentioned to me he had a similar offense once and it was 'rock & roll.'

"I immediately renamed our goal-line offense as 'The World-Famous Rock & Roll Offense.'

"Rock was the run. Roll was the pass."



An Evening with Shelby Van Pelt

New York Times bestselling author Shelby Van Pelt will talk about her writing. Books will be for sale, and a book signing will follow her talk. Both locations will close at 5 pm to prepare. Doors will open at 6:30 pm for this event.

Thursday, October 9, at 7 pm ■ Champaign Public Library

200 W Green St, Champaign

Made possible with support from the Library Friends & Library Foundation



Great Authors at the Library