

## **Come here. Go far. Stay here. Go far.**

*Guest Editorial*

I was driving to Biloxi a few days ago and there it was a huge black and gold billboard with a USM advertisement inviting students to "Stay here. Go far." I had just read usmnews.net's report about the Martha Saunders and idgroup "creative" slogan which was a near replica of one found on the Saunders'/idgroup era strategic plan at the University of Wisconsin Whitewater -- "Come here. Go far."

That got me thinking. Is there any originality to the Saunders'/idgroup slogan? I went to Google and typed in the original UW-W slogan, "Come here. Go. Far." (Hint: put quotes around the words so that you get the exact phrase.)

Creative?

Ask the [University of Texas San Antonio](#).

Ask [Cardinal Health](#).

Ask [Athlone Institute of Technology](#).

Ask [University of Maine Farmington](#).

Ask [Nebraska Independent Colleges](#).

Ask [Southwestern College](#).

The list goes on.

While the phrase itself is apparently nothing more than a cliché, it is offensive the Martha Saunders and her highly paid PR firm, pass it off as "creative."