

On Quitting the Coffee Club

3/31/07

For my parents, who celebrate like a hundred years together today. No, like ten. No thirty-six years of marriage. Together, married one to the other.

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Today I got my semi-monthly box of coffee from the coffee club. Or it might be bi-monthly, depending on which prefix is the correct one in this context – every two months.

Let me just say that the coffee and the service have both been fine while I've been in the club. It's a dandy tasting beverage, let me tell you, and although slightly expensive (which is the actual reason why I've decided to call off the whole deal), it's really been worth it.

Well, Diana and I have been *trying* to decide whether or not to stop their service, and today's box came with a ton of junk mail – a bunch of little ads, right in the box. I hate junk mail, it's got to be the most wasteful and worthless thing going. And while it didn't actually bother me to any real extreme, I felt like it was just the thing to push me over the edge and finally decide to do it, finally quit the coffee club and just be done with that decision.

But in the junk mail, I found an ad for their seasonal coffees, and on the ad, three of the seasons' representative pictures (Spring's, Summer's & Fall's) were smaller than the one featured season, which was Winter ... the Winter coffee had this huge picture of the box, and in big letters it said "Welcome the Winter" and some other carefully worded propaganda. It struck me that they must have given me an old flyer, since Spring arrived last week!

Well for a second I thought it'd be funny if there were someone out there that'd seriously feel insulted by that somehow. I don't know why I like to imagine people reacting like this. But what if someone were to conclude that the coffee club got rid of their stock of out-dated flyers by giving them to those selected individuals whom they considered to be ... lesser customers? A crazy assumption to be sure, but there's gotta be people who think like this.

I thought, wouldn't it be fun if I cancel and tell them it's because I'm all upset about their treatment of me, giving me some old piece of trash instead of the current, highly anticipated Spring seasonal flyer, the one all of their FAVORITE customers are getting?

I could cancel the club AND have fun, writing a letter to the president of the club shouting about "how insulted I was to get the old winter flyer, and which elite customers **did** get that Spring edition anyway? Is it those jerks from church that got the free coffee maker that **I** never even **heard** about??"

But then of course I got sensible about it all and thought it through ... what if the guy responsible for getting the new Spring flyers out loses his job over such a letter?

So I'm gonna keep buying their coffee, and instead quit the CD/DVD club I belong to. I'm gonna tell them their coffee stinks, I quit.