

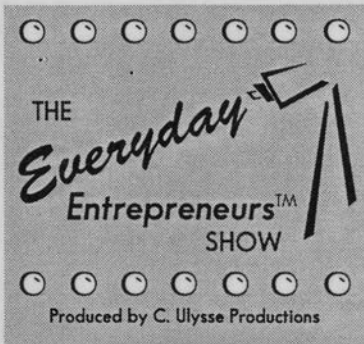


[Ken and Barbara Jo Davis papers](#)

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**Clark Ulysse**  
Producer

Voice  
**612/305-2884**  
Fax  
612/305-4600

PO Box 290284  
Minneapolis, MN  
55429-6284



THE  
*Everyday*  
Entrepreneurs<sup>TM</sup>  
SHOW



Produced by C. Ulysse Productions

**Tami Athens**

Host

Voice

**612/ 305-2884**

Fax

612/305-4600

PO Box 290284

Minneapolis, MN

55429-6284

**Our Thanks**

*Our Thanks*

Barbara,

Thank you for your contribution to  
**THE *Everyday* Entrepreneurs SHOW.**

We enjoyed having you as a guest and look forward to the airing of your segment.

You will be notified of date, time and local cable channel.

Your support is most appreciated.

**P.S.** Please take a moment to complete the survey below.

It was a  
Pleasure to  
Meet you!  
Thanks for  
the sauce  
C

Clark, Tami,  
& Crew

# Survey

Please rate your experience from your taping of **THE *Everyday* Entrepreneurs SHOW.**

Circle one number per area. (5 is the highest rating.)

YES.....NO

**Hospitality** Did the Host and camera crew make you feel relaxed and comfortable about sharing your experiences/expertise? \_\_\_\_\_ 5 4 3 2 1

**Preparation** Did you feel adequately prepared prior to the actual taping? \_\_\_\_\_ 5 4 3 2 1

**Enjoyment** Did you enjoy the taping session? \_\_\_\_\_ 5 4 3 2 1

**Environment** Did you like the fact that the taping was done at:  
☐ your place of business ☒ our studio? \_\_\_\_\_ 5 4 3 2 1

**Content** Did you like being able to fully and openly share your experiences/expertise without a formal question and answer approach? \_\_\_\_\_ 5 4 3 2 1

**Timing** Was the amount of time required to do the taping (including set-up, interview, take-down) appropriate for your business day? \_\_\_\_\_ 5 4 3 2 1

**Comments:**

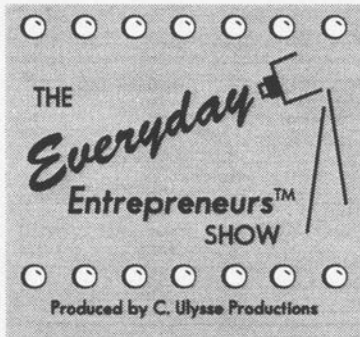
Please detach and mail upon completion.

**From:**

Barbara Davis  
(Ken Davis BBQ Sauce)  
Ken Davis Products, Inc.



**To:**



PO Box 290284  
Minneapolis, MN  
55429-6284

8/6

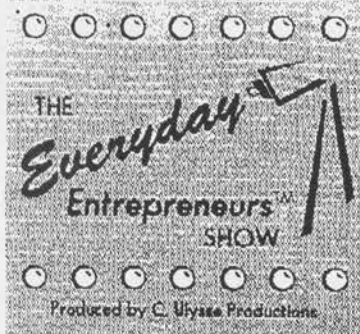
Att; Barbara Davis.

You are Cordially Invited to  
be Our Guest on...

***The  
Everyday Entrepreneur's  
Show***

To be aired on  
Northwest Community Television Channel 35





Voice  
**612/305-2884**  
 Fax  
 612/305-4600

PO Box 290284  
 Minneapolis, MN  
 55429-6284

July 7, 1997

Dear

*Barbara*

Clark and I are very excited to announce the launching of a completely new project - a book entitled Everyday Entrepreneurs, which we will be co-authoring.

This book will profile past guests who participated in *The Everyday Entrepreneurs Show* from November 11, 1996 through November 12, 1997.

This will become our anniversary 'yearbook' so to speak, to recognize all those who helped make *The Everyday Entrepreneurs Show* a success. At the same time, it will be an eloquent book, designed to inspire and encourage other entrepreneurs.

The format will be large and horizontal (a great coffee table book!), with dramatic black and white photographs of each guest. It will include information about how they started their business, as well as a paragraph of advice for entrepreneurs who desire to grow and prosper their business.

Each guest will have two full pages in the book - the left page will be the photograph; the right page will be for copy. A rough draft of the layout we intend to use for the book is included with this letter.

We would very much like to include you in this book. There is NO CHARGE to you for being profiled. However, in order for us to have a good profile, we ask that you complete the form included with this letter and return it to us as soon as possible. We will combine the information you provide on this form with previous information and quotes from *The Everyday Entrepreneurs Show*. You will have the opportunity to see what has been written about you and your company before the book goes to press. We will also need you to sign and return (by mail) the book release form.

Regarding photographs, we will be choosing a professional photographer for all guests to use. You will be notified at a later date of the studio name and location where you can make an appointment for a sitting, specifically for the book.

We believe this is going to be great! It will be a wonderful publicity tool for you and your company once completed, and will be of caliber for holiday gift giving. The layout will also be designed to allow for autographing.

If you have any questions about this project, you can call us at 305-2884. Otherwise, to confirm your desire and commitment to be in the book, return the enclosed forms ASAP. Deadline for everything (including photo session) will be September 15, 1997. Everything should run smoothly if all information is received by guests in a timely fashion. The sooner we receive the materials, the sooner we can begin the typesetting.

Thank you for your contribution to helping other entrepreneurs to succeed!

Sincerely,

*Clark Ulysse*  
 Clark Ulysse, Producer

*Tami Athens*  
 Tami Athens, Host

FROM : C. ULYSSE & T. ATHENS

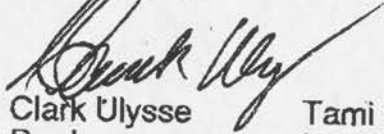
PHONE NO. : 6120000000

Apr. 28 1997 08:31PM P3

to be a quality program with highly educational content. Give it a try and see for yourself how our unique program can help business owners/entrepreneurs to prosper.

Thank you for your time. If there is anything else we can do for you, please let us know. We also welcome your comments and financial support.

With Integrity,



Clark Ulysse  
Producer

Tami Athens  
Host

*The Everyday Entrepreneur's Show* - WEDNESDAY EVENINGS at 6:30 pm CHANNEL 35  
THURSDAY EVENINGS at 6:30 pm CHANNEL 33

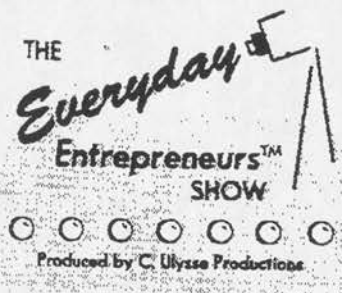
FROM : C. ULYSSE & T. ATHENS

PHONE NO. : 6120000000

Apr. 28 1997 08:31PM P2

Voice  
612/897-9737

Fax  
612/305-4600



PO Box 290284  
Minneapolis, MN  
55429-6284

Dear Sir/Madam,

Thank you for your interest in *The Everyday Entrepreneur's Show*. Our show is an exciting new program for business owners providing expert advice on a variety of topics. Both the Host and the Producer are experienced entrepreneurs who invite other entrepreneurs to the show to share their experience and expertise in order that our entrepreneurial viewers might be more successful in their business ventures.

While our show is applicable for someone who is just getting started in business, it is mostly aimed at those who are already in business for themselves and seek additional information to prosper.

*The Everyday Entrepreneur's Show* is prerecorded in the New Hope studio of Northwest Community Television. We are a community supported program with the goal of providing solid business advice to entrepreneurs. Our staff is made up completely of volunteers who enjoy what they do.

Guests who appear on our show also willingly give their time and talent on a completely volunteer basis in order to help someone else succeed. They are often experts in their field, well respected individuals, and entrepreneurs who have experienced first-hand the trials and victories that being in business for yourself brings.

Much of the information that is provided would cost hundreds or thousands of dollars to the business owner if they were paying for it on an individual basis. We go for the nuts-and-bolts of running a business and seek professionals who care about what is happening in their communities.

Past guests have included such people as Jerry Lee, CPA - a highly intelligent and specialized business accountant; Rajiv Tandon - entrepreneur and former President of National Car Rental; Bob Rasmussen - a banking expert and Vice President of Heritage Bancshares Group, Inc.; Roger Zahn - a business attorney with the well established law firm Furber, Timmer, Zahn, PLLP; Terrell Towers - Director of Economic Development for the highly regarded MCDA (Minneapolis Community Development Agency); Judy Mahoney - a determined entrepreneur who took an instructional foreign language product for children and built it into a nationally recognized business; Don Craighead from DHC Enterprises Inc; and many more educated and experienced individuals!

*The Everyday Entrepreneur's Show* can be seen Wednesday evenings at 6:30 pm on Northwest Community Television channel 35. It is 59 minutes in length and includes public service announcements.

Channel 35 reaches viewers in Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, Medicine Lake, New Hope, Osseo, Plymouth, and Robbinsdale.

In addition to channel 35, starting May 8th we will be on MTN in MPLS channel 33 which will reach viewers within the entire Minneapolis area.

Altogether, each program will reach approximately 710,000 viewers.

Others who have seen our program like what they see and find *The Everyday Entrepreneur's Show*



August 27, 1997

TO: Everyday Entrepreneur

FROM: Barbara Jo Davis

SUBJECT: BUSINESS PROFILE

---

#### **GENERAL INFORMATION**

Company Name: Ken Davis Products, Inc. was incorporated in the state of Minnesota in October, 1972, but we actually started selling **KEN DAVIS® BAR-B-Q-SAUCE** in 1970.

My Name and Title: Barbara Jo Davis, Certified Home Economist, President

Business Address: 4210 Park Glen Road, Minneapolis, MN 55416  
Phone 612/922-5556 Fax 612/922-6087

#### **PERSONAL INFORMATION**

What one word describes you or what you stand for? "Integrity". I believe that also describes the company.

Advice to Entrepreneurs: Never try to run a business you don't love. If you have a business just because you think it will make you a lot of money, but you really don't care about it, you'll get in trouble. First of all, you won't want to work as hard or as many hours as you need to. (Don't let anyone tell you that running your own business is easy, that all you have to do is sit back and rake in money.) If you love what you're doing, you won't care how many hours you work. On the other hand, you may try to do too much too soon. Many businesses fail because they stretch their resources too thin. You may choose a business that will make you a comfortable

living, but will never make you a millionaire. That's okay if you love your work.

### **BUSINESS INFORMATION**

Ken Davis (himself) started selling barbecue sauce from the back of a station wagon in 1970, shortly after he'd decided to close the doors of his restaurant, Edina Chicken. The restaurant, which specialized in chicken and ribs for take-out, served an excellent barbecue sauce (Ken's grandmother's recipe). Ken and his wife Barbara and whomever they could get to help, used to make and bottle the sauce at home. Finally they were able to get a bottling company to make it for them. Ken would go store to store and sell the barbecue sauce on consignment. When he got paid, he would take the money to the manufacturer and buy another batch.

In 1972, Ken Davis Products was incorporated in the state of Minnesota. The barbecue sauce quickly became the leading brand in the state. Even today, **KEN DAVIS® BAR-B-Q-SAUCE** sells nearly three times as much as its nearest competitor.

The two flavors, Original and Smooth 'n Spicy, are distributed in grocery stores and food service outlets in Minnesota, North and South Dakota, Wisconsin and Iowa. The sauces are manufactured in St. Paul and the corporate offices are in St. Louis Park, Minnesota.

Ken Davis died in 1991. His widow, Barbara, has taken over as owner and president.

(Attach an additional sheet if necessary)

### BOOK RELEASE

In consideration of your plan to publish the book profiling past guests of The Everyday Entrepreneurs Show, and as an inducement to permit me personally and my company to appear in the book, I hereby consent to the use of my name, likeness, photograph, business information, and quotes by you and your licensees for publishing.

I hereby indemnify you and your licensees respecting my claim or action against you, your licensees or your officers and agents, arising out of the information published in the book, or its sale.

All information submitted becomes the property of the authors Clark Ulysse and Tami Athens, and C. Ulysse Productions.

Print Full Legal Name Barbara Jo Davis  
First Middle Last

Signature Barbara Jo Davis Date 8/27/97

Print Witness Name PHYLLIS OLIN

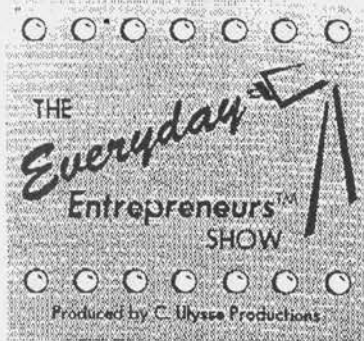
Signature Phyllis Olin Date 8/27/97

**PLEASE RETURN THIS FORM BY MAIL before September 15, 1997 TO:**

C. Ulysse Productions  
PO Box 290284  
Minneapolis, MN 55429

612/305-2884

**THANK YOU! WE LOOK FORWARD TO PUTTING TOGETHER A GREAT BOOK!**

**CONFIRMATION LETTER**

Voice  
**612/305-2884**  
Fax  
612/305-4600

*Just a Reminder*

PO Box 290284  
Minneapolis, MN  
55429-6284

Dear Barbara Davis

Thank you for making the decision to be our guest on The Everyday Entrepreneurs Show. We look forward to learning more about you and your business.

We have reserved WEDNESDAY, August 6th 1997 especially for you. Please arrive at the studio by 8:15 pm. The show is pre-recorded and the recording will last until approximately 10:00 pm (we have to talk for about an hour and ten minutes to get an hour show). A map is included for your convenience in locating the studio. Please note that we record at the NEW HOPE studio of Northwest Community Television.

We will need you to PLEASE FAX YOUR BIOGRAPHY (ASAP), an outline of your areas of expertise, and any other support materials you feel necessary about your company, so that I may prepare a suitable introduction for you and conduct a good interview.

During the show you will be asked you questions about you and your business. Why you chose to be an entrepreneur, how you started your company, what things were like in the beginning and as your business grew, how you coped with the changes, how you handled problems, what obstacles you had to overcome, what you did that worked for you, and basic recommendations you would have that could help someone else succeed in business. The interview is very conversational.

Regarding attire, you may wear whatever business attire makes you feel comfortable. However, please be aware that the studio does get warm with the intensity of the lights. If you perspire easily, you may wish to bring a hand towel to wipe perspiration and/or face powder to blot out the shine on your face.

We are very pleased to have you share your story of success and both myself, the producer, and the crew anxiously await your appearance. Please call if you have any further questions. (Please bring the release form to the studio the night of the taping.) Otherwise, we'll see you the night of the recording, as confirmed above.

Thanks again for your participation - the evening will be enjoyable!

Positively,

*Tami Athens*  
Tami Athens  
Host

*Clark Ulysse*  
Clark Ulysse  
Producer

P.S. We would also appreciate you doing a short 30-60 second testimonial at the end of the evening that we may use on other tapes to inform our viewers of the benefits of The Everyday Entrepreneurs Show.

P.S.S. As a guest on our show, you will also be profiled in our upcoming book entitled Everyday Entrepreneurs. More details will follow.



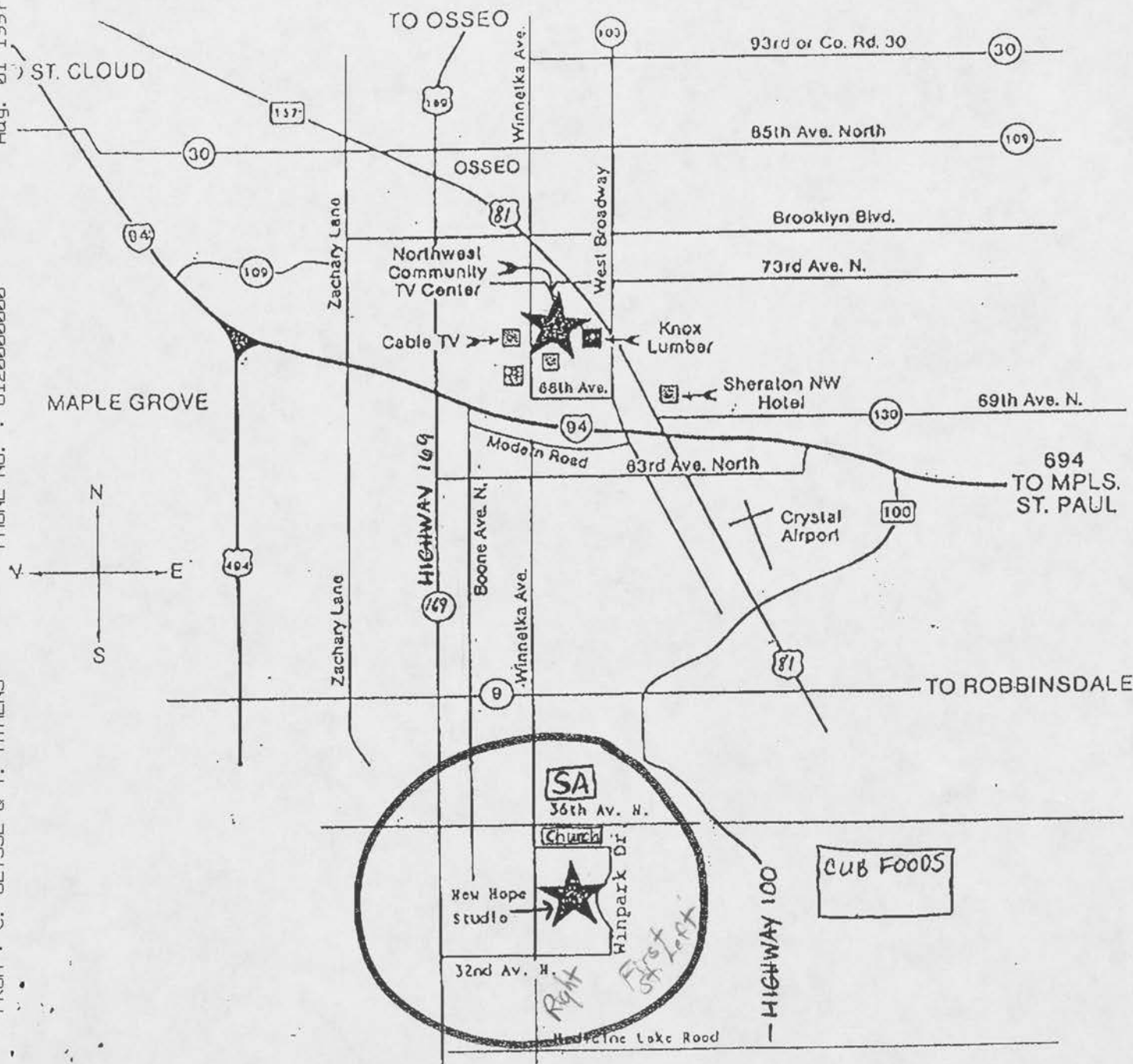
Aug. 01 1997 02:16PM P3

PHONE NO. : 6120000000

FROM : C. ULYSSE & T. ATHENS

# "THE EVERYDAY ENTREPRENEURS SHOW"

Directions to the Northwest Community Television Center



NORTHWEST  
COMMUNITY  
TELEVISION

## OTHER INFORMATION

Get onto 36<sup>th</sup> Avenue from  
either Highway 169 or 100

Go to the NEW HOPE  
Studio.

Please arrive by: 8:40  
(Call if you are lost or  
will be late!)

Northwest Community TV Center  
6900 Winnetka Av. N.  
Brooklyn Park, MN 55428  
533-8196

New Hope Studio  
3233 Winpark Drive  
New Hope, MN 55427  
533-8196

CUB FOODS



*Everyday*

BY CLARK ULYSSE AND TAMI ATHENS

# ENTREPRENEURS

*Profitable Advice from  
Genuine Entrepreneurs*

*based on  
The Everyday Entrepreneurs Show*



*Dorothy Dolphin*



*Kenan Aksoz*



*Barbara Davis*



*Don Craighead*



*Brenda Williams*



*Michial Foy*



*Michelle Bloom*

Everyday

BY CLARK ULYSSE AND TAMI ATHENS

**ENTREPRENEURS**

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Minneapolis, Minnesota 55429

Distributed by



PO Box 290284  
Minneapolis, Minnesota 55429  
612/924-2442

*For the entrepreneurs of today  
and their successors - May you  
keep rising to meet the challenges.*

Clark Ulysse  
**DEDICATION**



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