



[Ken and Barbara Jo Davis papers](#)

Copyright Notice:

This material may be protected by copyright law (U.S. Code, Title 17). Researchers are liable for any infringement. For more information, visit

www.mnhs.org/copyright.

THE MILLS

Produced for the employees and retirees
of General Mills

January/February 1988



**“Inside, you’ve
got to be a little
aggressive and
results-oriented.”**

—Al Chaney

Assistant Product
Manager,
Yoplait USA

THE MILLS



ON THE COVER

Al Chaney is an assistant product manager, marketing Yoplait USA's Custard Style and Breakfast yogurts from a building

near the Minneapolis General Office. A native of New London, Conn., Chaney joined General Mills in 1985 after earning an undergraduate degree from the University of Connecticut and a master's degree in business administration from Columbia University. He lives in south Minneapolis with his wife, Kim Foster-Chaney. A profile of three APMs and their work begins on page 4.

Cover photo by Mike Habermann

INSIDE THIS ISSUE

Clock-wise APMs devote time to people and products 5

No simple cures for stress, but everyone can learn to cope 9

Camp for mentally retarded honors volunteerism of retiree, employee 10

Betty Crocker Catalog features sweet deal for company employees 12

The Mills is published bimonthly for General Mills employees and retirees by the Corporate Communications Department, P.O. Box 1113, Minneapolis, MN 55440. © General Mills, Inc., 1988. Contributing writers to this issue were: Andy Blankenburg, Terry Thompson and Jane Turpin. Art direction: Anne Brownfield.

Volume 3, Number 2

Three months, 22 products

Teamwork guides record Betty Crocker rollouts

The fast growing Betty Crocker Division, in cooperation with a host of intra-company partners, has accomplished the impossible in the space of about 90 days: the introduction of 22 new products that promise to meet consumers' need for quality, taste, value and convenience.

New to supermarket shelves are: MicroRave Cakes in four flavors; three flavors of Hamburger Helper Chili, the fast way to make homemade-quality chili; three new flavors of Chicken Helper; three new additions to the popular Suddenly Salad line; a new four-item line called Potato Medleys; and super-premium Bake Shop Brownies and Bake Shop Muffins.

The unprecedented launch began in early November of last year and concluded in late January of the new one. Each of the new products has the potential to contribute significantly to Betty Crocker sales. MicroRave



Jim Barbour



Partially Scanned Material

The remainder of this page/item has not been digitized due to copyright considerations. The original can be viewed at the Minnesota Historical Society's Gale Family Library in Saint Paul, Minnesota. For more information, visit www.mnhs.org/library/.

THE BYERLY BAG

A COMPLIMENTARY MAGAZINE ABOUT FOOD, FUN AND LIFE. VOL. XXXII NO. 1 JANUARY 2000

Casseroles

Stylish 1 Dish Meals

Hot Dishes



THE BYERLY BAG

Bloomington: 612-881-6294
401 West 98th St. 55420

General Manager: Brian Kopp
Culinary Specialist: Sharon Saldin

Burnsville: 612-892-5600
401 East County Road 42 55306
General Manager: Diane Stehura
Culinary Specialist: Carol Froke

Chanhassen: 612-474-1298
800 West 78th St. 55317
General Manager: Michael Maley
Culinary Specialist: Genie Nicholas

Eagan: 651-686-9669
1299 Promenade Place 55121
General Manager: Dave Jones
Culinary Specialist: Carolyn Russell

Edina: 612-831-3601
7171 France Ave. S. 55435
General Manager: John Howard
Culinary Specialist: Susanne Mattison

Golden Valley: 612-544-8846
5725 Duluth St. 55422
General Manager: Mike Thielke
Culinary Specialist: Lois Kemp

Maple Grove: 612-416-1611
12880 Elm Creek Blvd. 55369
General Manager: Gene Novak
Culinary Specialist: Dayna Spector

Ridgedale: 612-541-1414
13081 Ridgedale Dr. 55305
General Manager: Mike McNiel
Culinary Specialist: Judy Crocker

Roseville: 651-633-6949
1601 West County Road C 55113
General Manager: Tom Sauvageau
Culinary Specialist: Cheryl Seefeldt

St. Cloud: 320-252-4112
2510 West Division St. 56301
Store Manager: Keith Gruber

St. Louis Park: 612-929-2100
3777 Park Center Blvd. 55416
General Manager: Ross Huseby
Culinary Specialist: Marilyn Tauscher

St. Paul: 651-735-6340
1959 Suburban Ave. 55119
General Manager: Marty Wegleitner
Culinary Specialist: Linda Day Anderson

Byerly's Wines & Spirits
Chanhassen: 612-474-1396 • Eagan: 651-405-2380
Golden Valley: 612-544-8978
Maple Grove: 612-416-8110
Ridgedale: 612-541-1412
St. Louis Park: 612-929-2223

Byerly's School of Culinary Arts
3777 Park Center Blvd. 612-929-2492
Manager of Culinary Services: Deidre Schipani

Byerly's St. Louis Park Gift Gallery
3777 Park Center Blvd. 612-929-2491
Manager: Beverly Nelson

Film Processing at Byerly's
St. Louis Park: 612-915-3976
Eagan: 651-405-2390
Maple Grove: 612-416-8112

Byerly's Pharmacy
3777 Park Center Blvd. 612-929-2315

We welcome your comments
and questions about this publication.
Please address inquiries to:

The Byerly Bag
Letters to the Editor
Lund Food Holdings
4100 W. 50th St., Suite 2100
Edina, MN 55424

© Byerly's Inc. 2000 All Rights Reserved
Printed on recycled paper 20% post consumer

From the Editor

"Hot Dish vs. Casserole"

What a treat it is to see the resurgence of one of the earliest convenience foods – the casserole. Upscale recipes have even captured the attention of fine dining chefs and appear on menus of exquisite restaurants. Recently, casseroles were featured prominently on the cover of no less than six popular cooking magazines.

And with this casserole renaissance comes reflection on their evolution. Were they the maturation of the hot dish? Did one come before the other? Are they the same thing? Are they twin sons of different mothers? I feel compelled to clarify their being. You can avoid making a dining gaffe by following these guidelines:

If you serve it while wearing an "Up North" apron –
you're serving *hot dish*.

If the smell of it elicits memories of times visiting family in rural Minnesota –
it's a *hot dish*.

If it smells culinary diverse –
it's a casserole.

If there's a lid or cover involved –
it's a *hot dish* in a casserole bowl.

If all the ingredients were listed on the back of a Campbell's Mushroom Soup can –

it's a *hot dish* marketed as a casserole.

If it's made with a recipe from the movie Fargo –
it's a *hot dish*.

If Garrison Keillor ate it as a kid –
it's a *hot dish*.

If he's serving it now –
it's a casserole.

If its ingredients include fish –
it's a basserole.

If it's served at a funeral –
it's a *hot dish*.

Baby shower? –
it's a casserole.

If either is made with essentially meat as the only ingredient –
a man made it.

If the ingredients include spices not found in bottles marked "S" or "P" –
it was made by a woman,
and is probably a casserole.

Mac & Cheese made with anything other than a powdered cheddar mix –
is a casserole.

A huge vat of chili cannot be called a casserole.

It is a *hot dish*, however,
if you add shredded cheese
and serve it over spaghetti
(Cincinnati style).

If it is served accompanied with green Jell-O anything –
it is a *hot dish*.

Hot dishes rarely venture past elbow macaroni.

Casserole is French.

Hot dish is uniquely upper Midwest,
often expressed in invitations
this way, "Everybody's
bringing a *hot dish*."

Amazingly, never in the history of Minnesota have two of the same *hot dishes* arrived at the same event.

Casseroles make wonderful leftovers.

Hot dishes are usually consumed in their entirety all at once.

If there is a leftover, it is converted into something else,
usually in a covered baking bowl, which of course makes a casserole.

In this issue of the Byerly Bag, we encourage experimenting with something old and something new. Casseroles can go organic, low carb, ethnic and freshly upscale. Go ahead – convenient foods can still be creative – join this culinary resurgence and enjoy!



Partially Scanned Material

The remainder of this page/item has not been digitized due to copyright considerations. The original can be viewed at the Minnesota Historical Society's Gale Family Library in Saint Paul, Minnesota. For more information, visit www.mnhs.org/library/.

PROFIT & PURPOSE:

A Holistic Approach to Realizing Business Success

**A CONFERENCE EXPLORING
BOTH THE BUSINESS AND
PERSONAL SIDES OF BEING A
SMALL BUSINESS OWNER**



Tuesday, June 10, 2003

8:00 a.m. - 1:00 p.m.

**Minneapolis Community
and Technical College**

PRESENTED BY:
WomenVenture • One Nation News

SPONSORED BY:
Wells Fargo

**Metropolitan State University Center for Women Entrepreneurs
University of Minnesota Women's Center
U.S. Small Business Administration
U.S. Postal Service**

Profit and Purpose Schedule

- 7:30—8:00** **Registration & Continental Breakfast**
- 8:00—8:15** **Welcome and Opening Remarks**
Dia Satori, One Nation News
Tené Wells, WomenVenture
- L317**
- 8:15—9:00** **Strategies for Business and Personal Success – Panel**
Moderator—Tené Wells, WomenVenture
Ruby Brown, Remedy Hair Design
Barbara Davis, Ken Davis Products
Minerva Nguyen, freelance writer and spiritual teacher
Linette Young, LYO Spa
- L317**
- 9:15—10:00** **Concurrent Session 1 – Choose One**
- L317**
- **Expanding the Power of Your Purse – Panel**
Moderator—Angela Lindsay-Johnson, Wells Fargo
Dorothy Bridges, Franklin National Bank
Denise Favors, SBA – Minnesota District
Gayle Mickey, WomenVenture
Thomas Moore, Wells Fargo
- L310**
- **When Do You Take Time for You?**
Shelley Jensen-Decker & Beata Rydeen, WomenVenture
- 10:00—10:15** **Break**
- 10:15—11:00** **Concurrent Session 2 – Choose One**
- L317**
- **Marketing in Tough Times**
Frank Pollock, Colgate Palmolive
George Watson, Implex
- L310**
- **The Lost Art of Customer Service**
Dia Satori, One Nation News
- 11:15—12:00** **Concurrent Session 3 – Choose One**
- L317**
- **Email Marketing for Non-Techies**
Duane Crandall & Mike Santi, Tecknowledge Management
- L310**
- **Networking is More Than a Buzzword**
Nancy Giacomuzzi, Business Network International-Minnesota
- 12:00—1:00** **Networking Lunch & Closing Remarks**
Tené Wells and Minerva Nguyen
- L310**

Concurrent Session Descriptions

During each concurrent session you can choose from two workshops representing one of two tracks:

The Business Side of Business (workshops scheduled in L317)

Sessions moderated by Pat McKenna, WomenVenture

The Personal Side of Business (workshops scheduled in L310)

Sessions moderated by Mónica Romero, WomenVenture

Concurrent Session 1 (9:15 – 10:00) – Choose one

• **Expanding the Power of Your Purse – L317**

What are your small business financing needs? A panel of lenders will share information on available resources for start up and business expansion.

• **When Do You Take Time for You? – L310**

Identify and practice the steps that will help you create a life that includes time for you. Remove these words from your vocabulary: "Yes, but..."

Concurrent Session 2 (10:15 – 11:00) – Choose one

• **Marketing in Tough Times – L317**

These tough economic times call for creative marketing techniques for business success. Learn new strategies to get the word out about your business.

• **The Lost Art of Customer Service – L310**

Learn a common sense approach to business protocol. Develop best practices and a code of behavior for offering customer service that ensures they'll return.

Concurrent Session 3 (11:15 – 12:00) – Choose one

• **Email Marketing for Non-Techies – L317**

Discover ways to use email as part of your marketing plan. Learn the trends, costs, benefits, effective strategies and more.

• **Networking is More Than a Buzzword – L310**

Make the most of your networking time. Learn hot tips and insights on how to develop your referral business and The Ten Commandments of networking.

One Nation News & WomenVenture would like to thank:

Gold Sponsor
Wells Fargo

**WELLS
FARGO**

Additional Sponsors:

- **Metropolitan State University Center for Women Entrepreneurs**
- **University of Minnesota Women's Center**
- **U.S. Small Business Administration**
- **U.S. Postal Service**

A special thanks to

Minneapolis Community and Technical College

To schedule use of the meeting space contact:

Bryn Boyle

Facilities Rental and Special Events, 612-659-6893

One Nation News
One Nation News

Black Heart Publishing, Inc.



One Nation News is the largest African American and African focused newspaper in Minnesota with an audited circulation of 20,000 per week. It is distributed at 400 sites around the Twin Cities metro area in 7 counties and 15 cities. It is committed to providing high quality, relevant and timely information to its readers and partnering opportunities with companies to help them expand their customer base within the African American and African community.

WomenVenture is a leader in providing the technical tools and emotional support to help you start and grow your business, find a new job or change careers. Celebrating 25 years of service, WomenVenture has helped 63,000 men and women achieve their career goals since 1978. A non-profit agency, WomenVenture is committed to helping you systematically plan, identify resources, and carry out your career goals.



Your Guide to More Rewarding Work

Dear Barbara -

June 18

Thank you so much for being a keynote panelist at the recent Profit + Purpose workshop. I am grateful that you were willing to take time out of your busy schedule to be with us. Your willingness to share both your story + your wisdom ~~has~~^{is} much appreciated as well as inspiring! There was a lot of electric energy swimming around in that morning + you helped make it happen.

Thanks
again! Teri Wells

2324 University Ave
St Paul, MN 55114
651.646.3808

www.womenventure.org

Profit and Purpose Speakers – Contact Information

KEYNOTE PANEL PRESENTATION

Strategies for Business and Personal Success

Ruby Brown

Remedy Hair Design
217 5th Ave. N.
Minneapolis, MN 55401
612-343-8099
shebybrown@aol.com

Barbara Davis

Ken Davis Products, Inc.
952-922-5556
Barbara@kendavisbbq.com
www.kendavisbbq.com

Tené Wells, Moderator

WomenVenture
2324 University Avenue
St. Paul, MN 55114
651-251-0680
twells@womenventure.org
www.womenventure.org

Linette Young

LYO Spa
Brookdale Center
612-988-1688
linette@lyospa.com
www.lyospa.com

Minerva Nyguen

651-695-0230
minervanj@yahoo.com

THE BUSINESS SIDE OF BUSINESS

Expanding the Power of Your Purse

Dorothy Bridges

Franklin Bank
2100 Blaisdell Ave. S.
Minneapolis, MN. 55404
dorothy@franklinbankmpls.com
www.franklinbankmpls.com

Denise Favors

Small Business Administration-Minnesota
District
100 North 6th Street, Suite 210-C
Minneapolis, MN 55403
612-370-2315
garland.favors@sba.gov
http://www.sba.gov/mn

Angela Lindsay-Johnson, Moderator

Wells Fargo
1455 W. Lake St.
Minneapolis, MN 55408
612-316-4730
angela.a.lindsay-johnson@wellsfargo.com
www.wellsfargo.com

Gayle Mickey

WomenVenture
2324 University Avenue
St. Paul, MN 55114
651-251-0720
gmickey@womenventure.org
www.womenventure.org

Thomas Moore

Wells Fargo
1455 W. Lake St.
Minneapolis, MN 55408
612-667-2837
Thomas.B.Moore@WellsFargo.com
www.wellsfargo.com

Creative Marketing in Tough Times

Frank Pollock
Colgate Palmolive
952-736-2011
Frank_Pollock@colpal.com

George Watson
Implex.net
109 South 7th St., #255
Minneapolis, MN 55402
612-339-8255, ext. 211
george@implex.net
www.implex.net

Email Marketing for Non-Techies

Duane Crandall and Mike Santi
Tecknowledge Management
800 North Washington, Suite 459
Minneapolis, MN 55401
612-252-9755
dcrandall@teckman.com
msanti@teckman.com
www.teckman.com

THE PERSONAL SIDE OF BUSINESS

When Do You Take Time for You

Shelley Jensen-Decker and Beata Rydeen
WomenVenture
2324 University Avenue
St. Paul, MN 55114
sjensen-decker@WomenVenture, 651-251-0713
brydeen@womenventure.org, 651-251-0717
www.womenventure.org

The Lost Art of Customer Service

Dia Satori
One Nation News
3010 Hennepin Ave. S.
Minneapolis, MN 55408
612-861-9006
dsatori@onenationnews.com
www.onenationnews.com

Networking is More Than a Buzzword

Nancy Giacomuzzi
BNI – Minnesota
612-986-6266
800-416-0759
nancy@bni-mn.com
www.bni-mn.com



Ken Davis Products, Inc.
4210 Park Glen Road
Minneapolis, MN 55416
612 922-5556 Fax 612 922-6087


FAX COVER SHEET

Date: April 29, 1998
To: Dale Mott
Fax Number: 224-7074
From: Barbara Jo Davis
Subject: Donation for Silent Auction
Pages: 3, including this cover sheet

This is to confirm that Ken Davis Products, Inc. will donate a barbecue dinner for 20 valued at \$400 to the Penumbra Silent Auction. The food will be prepared by Jim Muse Old-Fashioned BBQ Service and paid for by us. Attached is a copy of Jim's flyer and his business card. The purchaser can contact Jim directly to arrange a time and place.

Let me know if you need additional information.

Barbara



**HOW ABOUT
A BARBEQUE ?!?**
**LET US BRING OLD-FASHION
FLAVOR TO YOUR DOOR!
FUN IN THE SUN PICNIC AND
WESTERN STYLE BARBECUE
ARE OUR SPECIALTY.**

**OLD-FASHIONED B,B,Q
SERVICE & CATERING
JIM MUSE
MEAT AND PARTY CONSULTANT
TEAM COOK MN. VINKINGS**

**WE ARE A FULL LINE CATERING SERVICE,
WE WILL B.B.Q. AT YOUR PLACE OR CATER IN .**

DON'T WAIT * CALL TODAY**

(612)-504-9494

**DID YOU SAY PIG ROAST?!?
LET US MAKE A DATE FOR YOU NOW!!**

Old Fashioned B.B.Q. Service and Catering

JIM MUSE

Meat & Party Consultant
612-504-9494
Brooklyn Park, MN 55428



TEAM COOK FOR MINNESOTA VIKINGS

REGISTRATION

Check Session You Will Be Attending

Choose Session I or II (9:15—10:00)

- ☐ Session I: Expanding the Power of Your Purse
☐ Session II: When Do You Take Time for You

Choose Session III or IV (10:15—11:00)

- ☐ Session III: Marketing in Tough Times
☐ Session IV: The Lost Art of Customer Service

Choose Session V or VI (11:15—12:00)

- ☐ Session V: Email Marketing for Non-Techies
☐ Session VI: Networking is More Than a Buzzword
☐ I will be attending lunch

REGISTRATION OPTIONS

Online: www.womenventure.org
Phone: 651-646-3808 or 866-646-3808
Fax Form: 651-641-7223
Mail form and payment: WomenVenture
2324 University Avenue, St. Paul, MN 55114

PARTICIPANT INFORMATION

Name _____
Company _____
Address _____
City/State/Zip _____
Day Phone(____) _____
Evening Phone(____) _____
Email _____

PAYMENT METHOD

Enclosed payment of **\$49.00** (if registration is received by June 2). **After June 2 registration fee is \$59.00**
Payment Method: Check ___ Visa ___ MC ___ AMEX ___
Account Number _____
Expiration Date _____
Signature (Required) _____

*Parking not included for registrations after June 2.

WomenVenture
2324 University Ave. W.
Saint Paul, MN 55114

Only \$49 until June 2. Registration
includes parking, continental
breakfast and lunch.
\$59 after June 2 and does not
include parking.

One Nation News
One Nation News
Black Heart Publishing, Inc.

WOMEN VENTURE

One Nation News and WomenVenture

Profit & Purpose: A Holistic Approach to Realizing Business Success

*A business conference focused on
women of color business owners
(open to all who wish to attend)*

Tuesday, June 10, 2003

8 a.m. to 1:00 p.m.

\$49 until June 2

Minneapolis Community
& Technical College
1501 Hennepin Ave.
Wheelock Whitney Hall, Room L317
Minneapolis, MN



Gold Sponsor

Profit & Purpose: A Holistic Approach to Realizing Business Success

Join One Nation News, WomenVenture and fellow business owners for a half day gathering that explores strategies for enhancing your business success and creating balance in your life.

AGENDA

- 7:30—8:00 **Registration & Continental Breakfast**
8:00—8:15 **Welcome**
Tené Wells & Dia Satori
- 8:15—9:00 **Keynote Panel**
Strategies for Business and Personal Success
Ruby Brown, Remedy Hair Design
Barbara Davis, Ken Davis Products
Linette Young, LYO Spa
- 9:15—10:00 **Concurrent Session I & II**
Expanding the Power of Your Purse
Dorothy Bridges, Franklin National Bank (tentative)
Cynthia Collett, SBA - Minnesota District
Gayle Mickey, WomenVenture
OR
When Do You Take Time for You?
Shelley Jensen-Decker, WomenVenture
Beata Rydeen, WomenVenture
- 10:00—10:15 **Break**
- 10:15—11:00 **Concurrent Session III & IV**
Marketing in Tough Times
Frank Pollock, Colgate Palmolive
George Watson, Implex
OR
The Lost Art of Customer Service
Dia Satori, One Nation News
- 11:15—12:00 **Concurrent Session V & VI**
Email Marketing for Non-Techies
Duane Crandall & Mike Santi
Tecknowledge Management
OR
Networking is More Than a Buzzword
Nancy Giacomuzzi, Business Network Int'l - Minnesota
- 12:00—1:00 **Networking Lunch**

Register now, only \$49 until June 2.

KEYNOTE PANEL PRESENTATION

It's Not Easy Following Your Dreams

Hear the secrets of a panel of successful African American business owners who will discuss how their passion gave them the drive to succeed. These individuals dared to think BIG and did whatever it took to achieve their dreams.

CONCURRENT WORKSHOP DESCRIPTIONS

THE BUSINESS SIDE OF BUSINESS

I. Expanding the Power of Your Purse

What are your small business financing needs? A panel of lenders will share information on available resources for start up and business expansion.

III. Marketing in Tough Times

These tough economic times call for creative marketing techniques for business success. Learn new strategies to get the word out about your business.

V. Email Marketing for Non Techies

Discover ways to use email as part of your marketing plan. Learn the trends, costs, benefits, effective strategies and more.

THE PERSONAL SIDE OF BUSINESS

II. When Do You Take Time for You

Identify and practice the steps that will help you create a life that includes time for you. Remove these words from your vocabulary: "Yes, but..."

IV. The Lost Art of Customer Service

Learn a common sense approach to business protocol. Develop best practices and a code of behavior for offering customer service that ensures they'll return.

VI. Networking is More Than a Buzzword

Make the most of your networking time. Learn hot tips and insights on how to develop your referral business and The Ten Commandments of networking.

Sponsorship Opportunities

Gold Level Sponsorship \$2,500

Logo on conference promotional material and in program. Recognition on day of event. Signage in general session room. 1/4 page ad in One Nation News. Exhibit Table and 4 tickets.

Radio Broadcast Sponsorship \$2,500

Logo on conference promotional material and in program. Signage in general session room. (Opening session with panel discussion will be broadcast on local radio station and recognition given to sponsor before and after broadcast). 1/4 page ad in One Nation News. Exhibit Table and 4 tickets.

Lunch Sponsorship \$2,000

Recognition on day of event, on promotional materials and in program. Signage in general session room. 1/4 page ad in One Nation News. Exhibit Table and 4 tickets.

Breakfast Sponsorship \$1,500

Recognition on day of event and in program. Signage in general session room. 1/8 page ad in One Nation News. Exhibit Table and 2 tickets.

Silver Level Sponsorship \$1,000

1/8 page ad in One Nation News. Exhibit Table and 2 tickets.

Bronze Level Sponsorship \$ 750

1/16 page ad in One Nation News. Exhibit Table and 2 tickets.

Small Business Level \$ 100

Exhibit Table and 1 ticket.


Call WomenVenture at 651-646-3808 or 866-646-3808 or One Nation News at 612-861-9006 for more information regarding sponsorship opportunities.



One Nation News is the largest African American and African focused newspaper in Minnesota with an audited circulation of 20,000 per week. It is distributed at 400 sites around the Twin Cities metro area in 7 counties and 15 cities. It is committed to providing high quality, relevant and timely information to its readers and partnering opportunities with companies to help them expand their customer base within the African American and African community.

WomenVenture is a leader in providing the technical tools and emotional support to help you start and grow your business, find a new job or change careers. Celebrating 25 years of service, WomenVenture has helped 63,000 men and women achieve their career goals since 1978. A non-profit agency, WomenVenture is committed to helping you systematically plan, identify resources, and carry out your career goals.

\$59 after June 2.


gallagher media, inc.

KEN DAVIS BARBECUE SAUCE SPRING 2003

The KEN DAVIS BARBECUE SAUCE spring radio buy utilizes five stations to efficiently and effectively reach our target consumer. Audience figures for KEEY, or K102, showed a major increase in the most recent Arbitron figures. KEEY has been a consistent performer in W25-54 and A25-54 over many years. With their most recent increase, the station rivals KQ (which is still the market's monster adult station, though showing a slow decline) in a number of dayparts. They continue to broadcast the only Country Music format in the Twin Cities, and reach a portion of our target females who are intensely loyal and listen to very few other stations.

KS95 continues to deliver the 25-44 age cell of our demographic extremely well. Their current audience numbers are slightly above their average numbers over the last four Arbitron rating periods, which shows steady, slow growth in a volatile marketplace. Combining KS95 and WLTE for our campaign effectively reaches an overwhelming percentage of the female consumers. WLTE complements KS95's audience by reaching the 35-54 female cell. After a slight stutter in fourth quarter 2002, when WLTE chose to play 100% Christmas music, duplicating KOOL 108's fourth quarter format, WLTE's audience has returned to previous levels, and dominates the 35+ female demographic in the Twin Cities.

KTCZ (Cities 97) adds an upscale, slightly hipper listener to our mix. KTCZ provides an audience more balanced in male/female ratios, and a number of Twin Citians who do not listen to the other stations we have purchased. KTCZ serves to increase the reach of our message, while also augmenting the overall frequency.



gallagher media, inc.

Finally, we have placed spots on FM 107, the Hubbard station with an all Talk format targeting females, the only major market station in the country to do so. The FM 107 audience is already familiar with Barbara Davis and the product, and reminding them that barbecue season is in full swing will help to increase sales among some of our loyal customers.

The radio schedule runs April 21 through May 18, leading into Memorial Day weekend and the peak of the barbecue season. WLTE, which is the core of our buy, runs all four weeks of the campaign. The other stations are flighted by individual weeks to augment the continuous coverage on WLTE. Our schedule will reach 61% of our target demographic an average of 6.2 times during the course of our campaign.

June 5, 1995



Barbara, thanks ever so much for agreeing to write an article on how businesses can invest in youth for the Journal's special issue.

The style should be your unique marvelous upbeat approach to life. People need to know that it is dangerous to be pessimistic and humorless around kids. And if businesses and companies project negativism about the future - everything from economics to work ethics - kids are not going to be very motivated. Write whatever you want - no one knows the subject better than you - and don't be concerned about format. Your credentials will make your article much more impressive than any academic style could possibly do.

It should be on a Macintosh or IBM compatible disc. be sure to state exactly how you want your name, title, company, etc., to appear. You can also include a short paragraph about Ken Davis Products.

Thanks for the newsletters, and I'm glad you put me on the mailing list. My family uses *gallons* of your barbecue sauces. I'm going to order several of your Jazz It Up Gift Boxes for Christmas gifts.

See you in New Orleans?

Sincerely,

Harriett
Harriett Light

*Barbara, remember the
deadline is Sept 15 -*



October 18, 1995

Barbara Jo Davis, CFCS
President
Ken Davis Products, Inc.
4210 Park Glen Rd.
St. Louis Park, MN 55416

Dear Ms. Davis:

I have enclosed a typeset copy of your article, which is currently scheduled for publication in the Winter 1995 issue of the *Journal of Family and Consumer Sciences*. In order to meet our production deadlines, please return your changes to me by phone, fax, or mail by **Friday, Oct. 27, 1995**.

Where applicable, editorial changes have been made to articles to reflect the profession's name change from home economics to family and consumer sciences. When reviewing the article, please pay close attention to the reference section and verify that all titles, authors, volume numbers and dates are correct.

I have enclosed a copyright release form for the *Journal*. Please complete it and return it to my attention as soon as possible. If you have co-authors who wish to sign a copyright release, let me know.

In addition, to help promote the *Journal*, we would like to send a press release highlighting your article's publication to your local newspaper. If possible, could you please provide me with the name of the newspaper(s) in your community?

Please do not hesitate to contact me with any questions or concerns you might have regarding your article or the production process.

Sincerely,

Joanne Hellebrand
Communications Manager

- Faith
- History
- Humor
- Respect

The Minneapolis School System gives students one elective credit towards graduation for each of the three classes in the Stairstep Curriculum.

A partnership with Northwest Airlines allows some young people to have the opportunity to visit Ghana, in West Africa, as part of the African Immersion Project. They come from varied socioeconomic groups, and travel with a group of adult mentors. They visit important cities, tiny fishing villages, and, importantly, the castles that were slave warehouses. They talk with Ghanaian teenagers and tribal chiefs. They eat traditional West African foods in private homes. They dance with the children in the orphanage and the school for the blind. They watch as men weave the famous Kente cloth and women refine coconut oil in cauldrons over hot fires. They roam through a gold mine and a chocolate factory. They meet the U. S. Ambassador. They go to church.

These kids come home newly empowered, with a new-found sense of themselves. They say:

I didn't know black people were so strong.

I had no idea how resourceful poor people can be.

I've never felt so much love.

I'll never think of myself as a minority again; there is nothing minor about me.

Success is rampant. One young man (let's call him Maceo) was a street kid, a hoodlum, a high school dropout and troublemaker — an all around bad boy. At a community meeting his mother said, "My son's trip to Africa was the best thing that

ever happened to our family."

Maceo is back in school and holding a full-time job. He's helping with the younger kids and even goes into classrooms to help kids stay in school. The gangs lost their hold on him. That's success! That's reclaiming our youth!

Economics

In America, the Golden Rule has been modified to read, "He who has the gold makes the rules." Without economic power people have *no* power. Without economic power African American people can never be free. Babington-Johnson knew this, too. In addition he realized that self-esteem comes from helping yourself, not from accepting charity. Again he went into the community. He asked black people to put up their money to buy shares in The Stairstep Initiative. It is an idea whose time has come — reclaiming the village, black people helping each other. Thousands of dollars came from people with small businesses, from doctors and teachers, from people who worked hard for their money.

Soon the organization had enough seed money to secure a loan with the assistance of the Minneapolis Community Development Agency. Stairstep bought a parcel of land and a Dairy Queen® franchise in the heart of the black community. They hired people from the community to build the building; they hired people from the community to staff the Dairy Queen. As they work, managers and full-time employees earn shares. Eventually the franchise will be 100% employee owned. The kids who work there have a whole new set of role models — African American business owners. Kids who never held a job before get to learn a work ethic. Some of them will, themselves, own that business. One of the young women who works there has been on the streets, in trouble with the law, kicked out of her

parents' home. But she shows up for work every day. That's success! That's reclaiming our youth!

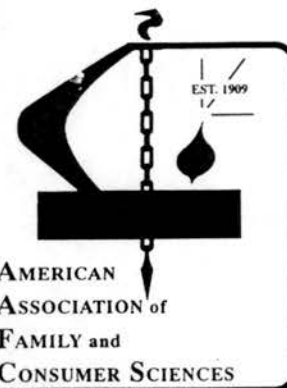
Business Internships

Another visionary program in the Twin Cities is the Meyerhoff Business Alliance (MBA). Its primary purpose is to encourage entrepreneurship. Each student works in a minority-owned business for the nine months of the school year. They are paid by the Meyerhoff Business Alliance with funds from sponsors such as Anheuser-Busch Companies, General Mills Foundation, Chrysler Corporation and Medtronics Foundation. By placing them in businesses owned by people of color, the MBA fills an important gap in the education of economically and socially disadvantaged college students. It exposes them to the risks and rewards of entrepreneurship while they're making their career choices.

Some of the students in the program have never met minority business owners other than drug dealers. The people they encountered in their communities were teachers, police officers, social workers, nurses, preachers, mail carriers, trash haulers, factory workers, janitors. Furthermore, students who were not majoring in business were seldom guided by their professors and counselors into careers in business. The entrepreneurs became a new kind of role model, a previously untapped resource.

The students went to work in a financial planning office, in a food company, in an advertising firm, in a computer software business. They did everything from washing dishes to strategic planning, since that's what small business owners have to do. They worked long hours, including weekends. They prepared presentations and reports. They answered consumer mail and took out the trash.

Again, if people expect to be truly free, they must be economically inde-



COPYRIGHT AGREEMENT

Your article, entitled:

Youth at Risk: Options for Hope

is being published in the *Journal of Family and Consumer Sciences*. To clarify and protect the rights of both author and publisher, AAFCS requires authors to assign all rights to AAFCS before an article is printed. Please sign whichever of the two statements below is appropriate, complete the remaining information, and return it to AAFCS.

STATEMENT #1: I hereby assign and transfer to AAFCS all rights in the above-named work, including the rights to copyright and grant permission to reprint. I have not previously published, or arranged for the publication, of this manuscript in any form (including technical versions) in any other publication.

I agree to obtain copyright permission for any photographs, drawings, artwork or other illustrative material other than my own that I submit in connection with my manuscript, and to furnish copies of such permissions to AAFCS upon my return of this agreement.

10/20/95
DATE

Barbara Jo Davis
AUTHOR'S SIGNATURE

STATEMENT #2: I am an employee of the federal government. I prepared this manuscript as part of my official duties and am therefore unable to assign rights to AAFCS.

DATE

AUTHOR'S SIGNATURE

Author's Name

Barbara Jo Davis, CFCS

Professional Title (in full)

Owner / President, Ken Davis Products, Inc.

Office Address

4210 Park Glen Road

Minneapolis, MN 55416

Home Address

9126 Flyway Circle, Eden Prairie, MN 55347

Telephone:

Office 612 922-5556

Home _____

Names of Co-Authors (if any) _____

TWIN CITIES NEWSPAPERS

MINNEAPOLIS STAR TRIBUNE

425 Portland Avenue
Minneapolis, MN 55415

ST. PAUL PIONEER PRESS

345 Cedar Street
St. Paul, MN 55101

MINNEAPOLIS SPOKESMAN

3744 4th Avenue South
Minneapolis, MN 55409

INSIGHT NEWS

1815 Bryant Avenue North
Minneapolis, MN 55411

COLORS

2608 Blaisdell Avenue South
Minneapolis, MN 55408-1505



KEN DAVIS PRODUCTS, INC.

Re: "Youth at Risk"
Journal, Winter 1995

4210 Park Glen Road • Minneapolis, MN 55416-4758 • Phone 612-922-5556 • Fax 612-922-6087

October 20, 1995

Joanne Hellebrand, Communications Manager
American Association of Family and Consumer Sciences
1555 King Street
Alexandria, Virginia 22314

Dear Ms. Hellebrand

Thank you for sending my article for proofreading. There were only 3 changes. On page 24, change owner to owners. On page 25, omit USA Today from the last reference. It should have read,

National Briefs (1995, August 10-16) Minneapolis Spokesman.

Also on page 25 in the references under Hughes, changes poems to poems.

I have enclosed the signed "Copyright Agreement" and a list of the local newspapers as requested.

Will you please send copies of the Winter, 1995 **JOURNAL** when it is published, to the organizations listed below. I will be happy to pay any charges for the additional copies.

THE STAIRSTEP INITIATIVE
Alfred Babington-Johnson
1404 14th Avenue North
Minneapolis, MN 55411

MEYERHOFF BUSINESS ALLIANCE
2105 Central Avenue N.E.
Minneapolis, MN 55418

If you have any questions or concerns, don't fail to contact me.

Sincerely

A handwritten signature in cursive script that reads "Barbara Jo Davis". Below the signature, the name "BARBARA JO DAVIS, President" is printed in a clean, sans-serif font.
BARBARA JO DAVIS, President

enclosures

Specializing in the Best Cooking Sauces

Youth At Risk: Options for Hope

Barbara Jo Davis, CFCS

AT RISK is a term we hear day after day regarding America's youth. They are *at risk* of having their families torn apart by divorce or violence. They are *at risk* of being abused. They are *at risk* of finishing school without learning to read and write—or not finishing school at all. They are *at risk* of finishing school and finding no jobs available. They are *at risk* of contracting serious venereal disease, including AIDS. They are *at risk* of becoming parents during their teenage years. They are *at risk* of dying in a pool of blood—violently. They are *at risk* of becoming drug addicted or landing in jail for dealing. They are *at risk* of living in poverty, homeless, without hope.

African American Youth

African American youth are even more *at risk*. Here are a few examples: The Center for Disease Control reported at the end of 1994 that 33% of all reported cases of AIDS were among African Americans. Yet, African Americans comprise only 15% of the total population (*USA Today*, 1995). In 1992 African Americans earned only 3.4% of the bachelor's degrees. Seventy percent of black students in four-year colleges drop out. U. S. census data point out that the average black male graduate earns 76 cents for every dollar earned by his white counterpart (*Black Enterprise*, 1995). The jobless rate among young black males is far above the national average

— as high as 50% in some urban areas.

One African American teenaged boy I know (we'll call him Jamal) said, "In America, **no one ever smiles at me**. They assume I'm a menace to society. In reality? Society is a menace to me."

What a commentary! He's a kid! A kid shouldn't be assumed to be someone to fear. A kid is supposed to have people to love him, to take care of him, to help him on his way to adulthood.

Oh, it's not a new problem. The great poet Langston Hughes wrote this poem decades ago (Hughes, 1990):

DELINQUENT

Little Julie
Has grown quite tall.
Folks say she don't like
To stay home at all.

Little Julie
Has grown quite stout.
Folks say it's not just
Stomach sticking out.

Little Julie
Has grown quite wise—
A tiger, a lion, and an owl
In her eyes.

Little Julie
Says she don't care!
What she means is:
**NOBODY CARES
ANYWHERE**

Barbara Jo Davis, CFCS, is owner and president of Ken Davis Products, Inc., in Minneapolis, Minnesota, which she formed with her late husband. She serves on the board of directors of Stairstep, Inc., the economic arm of the Stairstep Initiative. As a director of the Meyerhoff Business Alliance, she hosted one of the student interns in its entrepreneurship program.

Across America headlines vibrate with news about black kids in trouble; kids like Jamal and "Little Julie"; kids who solve their problems and express their fear and frustration with violence.

Nicky, a young woman of color said, "Anytime I turn on the TV, I don't see me. Anytime you see us, something's sick, something's wrong.... You don't see us going shopping or fishing" (Colors, 1995).

Should young people live without hope? Isn't youth supposed to be a care-free time, a time of dreams—and hope? Is it true that "NOBODY CARES ANYWHERE"? Do you think Jamal and Julie and Nicky are equipped to be caring adults, loving parents?

People Who Care

In the Twin Cities, Minneapolis and St. Paul, Minnesota, there are people who care. One of the slogans for the 1995 United Way campaign is "A Community Nurtures its Children." The Juvenile Corrections Department ran an advertising campaign that said, "Give Kids in Trouble Exactly What They Need. Time. Yours."

But all the slogans in the world won't help kids to become contributing citizens. All the political debates over orphanages and prisons, all the new laws, all the government programs won't grow kids into proud men and women. Only proud men and women can do that. This article explores two options.

The Stairstep Initiative

In 1992, a young African American minister, Alfred Babington-Johnson, decided to take action. He looked at the ills of his community and said, "This has got to stop!" He believed fervently that black people could no longer wait for things to get better. If America holds a future for its dark citizens, those dark citizens had better to take care of their own youth, for the future lies with the youth.

An African proverb says, "A family cannot raise its children alone; it takes the village". Writing in the January/February 1992 issue of *Colors*, Rev. Babington-Johnson said:

The time has come for African American people to rouse ourselves from reminiscences about the "I have a dream" speech and begin to pursue the vision that Dr. [Martin Luther] King saw in his visit to the mountaintop. The promised land will never be reached or even draw any closer unless we as a people clarify its borders, define the route of travel, and "get to steppin'!" (Babington-Johnson, 1992).

With those words he walked out into the community and started an organization called The Stairstep Initiative. Its primary goal is to "reclaim the village" and the young people of the village. Its mission is "to bring together African Americans of all income and resource levels in the Twin Cities metropolitan area to participate in the articulation of community values and in the operation of businesses consistent with those values" (The Stairstep Initiative, 1995).

How does it work? There are really two parts to the initiative. One part focuses on education; the other, on economics.

Education

Reading, writing and arithmetic — the basics. Without them a person cannot expect to go far in this society. America has always placed a high value on those skills. The Founding Fathers created a free public school system to make sure *their* children were educated. So important was education that they made it illegal to teach a slave to read and write. Today all Americans have access to education. However, the public schools of-

ten fail to educate children. Have you seen the statistics on illiteracy? Millions cannot read or write well enough to function, yet they hold high school diplomas, some even college degrees. African American children are often ignored or chalked up as stupid and unteachable.

"...many black students feel...like an outsider bumping up against whites' low expectations, says Stanford University psychologist Claude Steele. The sense of having to prove yourself at every turn—or risk confirming negative stereotypes—doesn't just *feel* bad...It also hurts academic performance, he says. Because of the anxiety it generates, awareness of racial stereotypes is a key cause of the huge gap in grade-points and dropout rates between white and black students, Steele's new studies suggest" (Elias, 1995).

As important as they are, there is more to education than reading, writing and arithmetic. Our children need to learn values and life skills. They need to learn how to make a living and how to make a life. They need to know how to survive when life hands them misfortunes. For African Americans this means learning also how to deal with prejudice, stereotyping and racism.

Babington-Johnson knew all of this and developed a *Stairstep Curriculum*. Kids go after school to study African and African American history, traditions and culture. They study nine essential values — values that sustain the people of Africa around the world:

- Accountability
- Community
- Creativity
- Education
- Excellence

- Faith
- History
- Humor
- Respect

The Minneapolis School System gives students one elective credit towards graduation for each of the three classes in the Stairstep Curriculum.

A partnership with Northwest Airlines allows some young people to have the opportunity to visit Ghana, in West Africa, as part of the African Immersion Project. They come from varied socioeconomic groups, and travel with a group of adult mentors. They visit important cities, tiny fishing villages, and, importantly, the castles that were slave warehouses. They talk with Ghanaian teenagers and tribal chiefs. They eat traditional West African foods in private homes. They dance with the children in the orphanage and the school for the blind. They watch as men weave the famous Kente cloth and women refine coconut oil in cauldrons over hot fires. They roam through a gold mine and a chocolate factory. They meet the U. S. Ambassador. They go to church.

These kids come home newly empowered, with a new-found sense of themselves. They say:

I didn't know black people were so strong.

I had no idea how resourceful poor people can be.

I've never felt so much love.

I'll never think of myself as a minority again; there is nothing minor about me.

Success is rampant. One young man (let's call him Maceo) was a street kid, a hoodlum, a high school dropout and troublemaker — an all around bad boy. At a community meeting his mother said, "My son's trip to Africa was the best thing that

ever happened to our family."

Maceo is back in school and holding a full-time job. He's helping with the younger kids and even goes into classrooms to help kids stay in school. The gangs lost their hold on him. That's success! That's reclaiming our youth!

Economics

In America, the Golden Rule has been modified to read, "He who has the gold makes the rules." Without economic power people have *no* power. Without economic power African American people can never be free. Babington-Johnson knew this, too. In addition he realized that self-esteem comes from helping yourself, not from accepting charity. Again he went into the community. He asked black people to put up their money to buy shares in The Stairstep Initiative. It is an idea whose time has come — reclaiming the village, black people helping each other. Thousands of dollars came from people with small businesses, from doctors and teachers, from people who worked hard for their money.

Soon the organization had enough seed money to secure a loan with the assistance of the Minneapolis Community Development Agency. Stairstep bought a parcel of land and a Dairy Queen® franchise in the heart of the black community. They hired people from the community to build the building; they hired people from the community to staff the Dairy Queen. As they work, managers and full-time employees earn shares. Eventually the franchise will be 100% employee owned. The kids who work there have a whole new set of role models — African American business owners. Kids who never held a job before get to learn a work ethic. Some of them will, themselves, own that business. One of the young women who works there has been on the streets, in trouble with the law, kicked out of her

parents' home. But she shows up for work every day. That's success! That's reclaiming our youth!

Business Internships

Another visionary program in the Twin Cities is the Meyerhoff Business Alliance (MBA). Its primary purpose is to encourage entrepreneurship. Each student works in a minority-owned business for the nine months of the school year. They are paid by the Meyerhoff Business Alliance with funds from sponsors such as Anheuser-Busch Companies, General Mills Foundation, Chrysler Corporation and Medtronics Foundation. By placing them in businesses owned by people of color, the MBA fills an important gap in the education of economically and socially disadvantaged college students. It exposes them to the risks and rewards of entrepreneurship while they're making their career choices.

Some of the students in the program have never met minority business owners other than drug dealers. The people they encountered in their communities were teachers, police officers, social workers, nurses, preachers, mail carriers, trash haulers, factory workers, janitors. Furthermore, students who were not majoring in business were seldom guided by their professors and counselors into careers in business. The entrepreneurs became a new kind of role model, a previously untapped resource.

The students went to work in a financial planning office, in a food company, in an advertising firm, in a computer software business. They did everything from washing dishes to strategic planning, since that's what small business owners have to do. They worked long hours, including weekends. They prepared presentations and reports. They answered consumer mail and took out the trash.

Again, if people expect to be truly free, they must be economically inde-

pendent. U.S. Census data indicate that 58% of all White-owned firms employ no minority workers and 89% of Black-owned firms employ more than 75% minority workers. Jobs for many of these young people will come from "their own kind" (Meyerhoff Business Alliance, 1994).

The accomplishments of the MBA program are myriad:

Students get a firsthand look at the day-to-day operation of a business. They are encouraged to consider starting their own businesses.

Any future employers of these students get employees with experience, who understand how businesses operate.

The business owners act as mentors for the students, helping them to know what kinds of job opportunities are available in their field and helping them to choose appropriate coursework.

The students provide valuable help to the business owners—help that they otherwise might not be able to afford. (These are not "make work" situations.)

Some of the students were hired after graduation by the companies in which they interned.

In the 1994 *Annual Report* of the Meyerhoff Business Alliance, interns wrote:

Skills learned in school were redefined by my work-site supervisor through practical application.

My internship...gave me the opportunity to give back to my

community and work toward my career goals...

My internship gave me the hands-on experience no classroom can provide...

These are kids who can look at a small business and see themselves—and they can look at a multinational corporation and see themselves. You won't hear them say, "I wish I could, but black people don't do that."

Reducing the Risk

No one can deny that America's youth are at risk. No one can deny that African American children have even more risks to face than most others. No one can deny the endless debates going on in the Congress over which government programs help, which don't, which ones should be cut, which ones should stay.

Meanwhile, average citizens in every community are stepping forward and doing things to help reclaim our kids. They're starting urban scout troops; they're starting "Peace Gardens" and small businesses run by teenagers. Some are tutoring and some are acting as Big Brothers or Big Sisters. Some are mentors; others, care givers. Some volunteer their time independently.

In every community there are those who start organizations such as The Stairstep Initiative or the Meyerhoff Business Alliance.

Both of these organizations and others like them are alive and well, thank you. They thrive because the work they're doing is vital—they provide hope for the future.

Yes, the children of America are "at risk," but these days they don't have to be without hope.

References

- Art institutions—our friends? *Colors*, September–October, 1995, pp. 36–38
- Babington-Johnson, A. (1992, January/February) Reclaiming the village. *Colors*, pp 17–19.
- College grads and affirmative action. *Black Enterprise*, September, 1995, pp. 24–26.
- Elias, M. (1995, August 10) Inoculating minority students against prejudice. *USA Today*.
- Hughes, L. (1990). Selected poems of Langston Hughes. Random House Vintage Classics Edition.
- Meyerhoff Business Alliance. 1994 annual report. 2105 Central Avenue N.E., Minneapolis, MN 55418.
- The Stairstep Initiative. (1995). *Values, enterprise, community life, Progress report third year*. 1404 14th Avenue North, Minneapolis, MN 55411.
- ~~USA Today, August 10, 1995.~~

Minneapolis Spokesman,
August 10–16, 1995



[kah mah rah]

"HE WHO TEACHES FROM EXPERIENCE"

COMMUNITY

L e a d e r s h i p P r o f i l e C a l e n d a r 2 0 0 0

CAMARA COLLECTION

Young Entrepreneurs Institute



Partially Scanned Material

The remainder of this page/item has not been digitized due to copyright considerations. The original can be viewed at the Minnesota Historical Society's Gale Family Library in Saint Paul, Minnesota. For more information, visit www.mnhs.org/library/.

cooking pleasures

Wednesday, January 17, 2001

Barbara Davis
Ken Davis Products, Inc.
4210 Park Glen Road
St. Louis Park, MN 55416

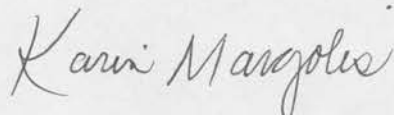
Dear Barbara,

Thank you for your participation in the Cooking Club of America Kitchen Test Program. I have enclosed the issue of *Cooking Pleasures* in which the test report for the Ken Davis Bar-B-Q Sauce, Original Flavor appears.

I have enjoyed working with you to promote your products and the cooking industry. If you would like to receive this type of exposure for any of your other products, please contact me at 952-988-7447.

Thank you for your support of the Cooking Club of America Kitchen Test Program.

Sincerely,



Karin Margolis
Product Test Coordinator



februarymarch 2001

www.cookingclub.com

cooking[®]

pleasures

Cooking for 2

Shrimp and Fennel
over Linguine PG 50



Stellar soups with
Asian noodles PG 42

Members host a
chocolate party PG 54

#BXNTHPK *****5-DIGIT 55416
CCOA MBR 20001027 3 #
BARBARA DAVIS
4210 PARK GLEN RD
MINNEAPOLIS MN 55416-4758

OFFICIAL PUBLICATION OF THE COOKING CLUB OF AMERICA

TASTE THE JOY...OH, SO ITALIAN!



**BEL-JOY...OH, SO CHEESES
FOR THE TASTEFUL MOMENTS IN LIFE!**

BELGIOIOSO® CREAMY GORGONZOLA brings work and pleasure together! Why not take a break to enjoy the smooth, full flavor of this true Italian classic. Our Creamy Gorgonzola has the perfect texture for melting into a variety of sauces for your pastas, meats or vegetables. Or for your next project, why not create a tasty new sandwich, pizza or cheese spread. With BelGioioso's wide range of flavors, research has never tasted so good!



BELGIOIOSO®



American Grana® Asiago Gorgonzola Fontina Fresh Mozzarella Provolone Mascarpone Romano Pepato Auribella® Parmesan
BelGioioso Cheese, Inc., Denmark, Wisconsin 54208. Toll Free 877-863-2123 or www.belgioioso.com.

c o n t e n t s

februarymarch 2001

features

26 Blue Streak

An expanding field of worthy contenders puts American blue cheese on the map—and in the kitchen.

33 Swedish Salute

Simple ingredients are the building blocks of an elegant menu.

36 Dessert Cart Doughnuts

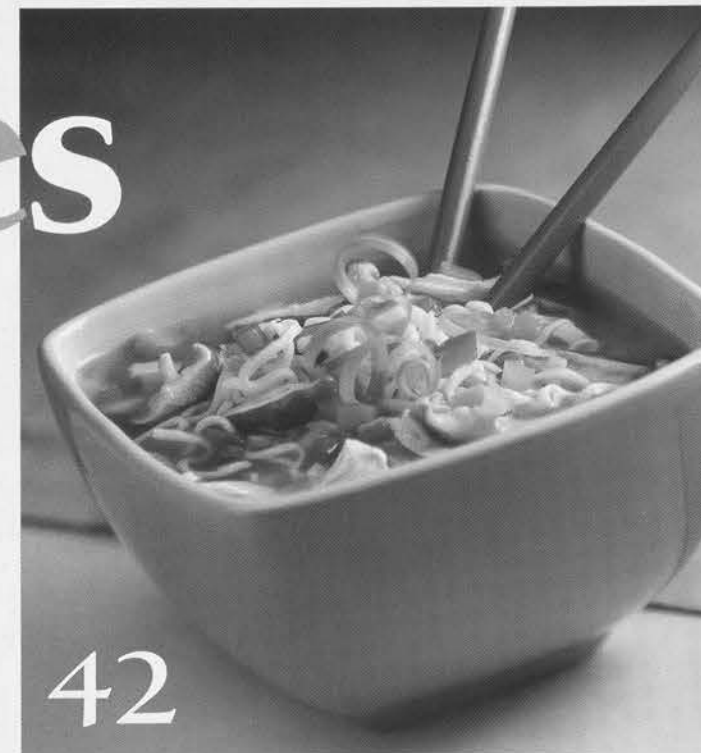
A touch of decadence transforms a breakfast standard into a surprise ending.

42 Bowled Noodles

Noodles take the lead in hearty Asian-inspired soups.

48 Serves Two

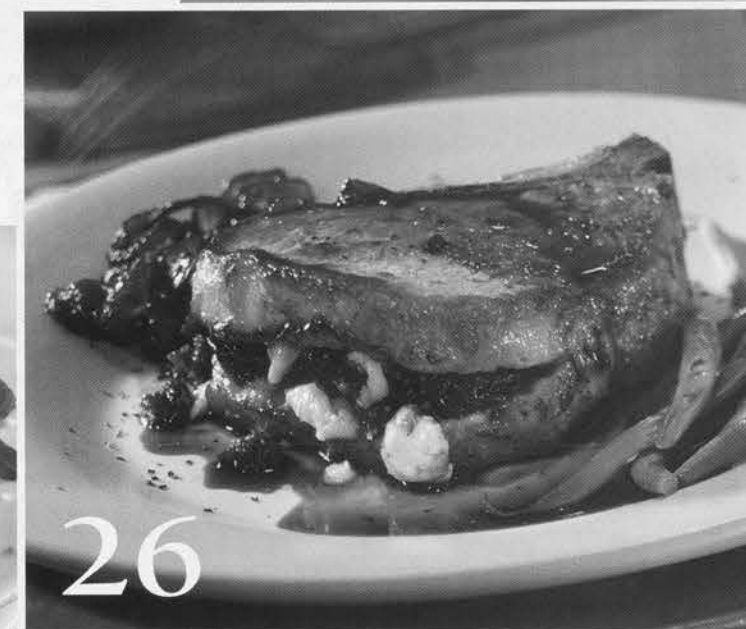
Small is beautiful (and delicious) in these entrees designed for two.



42



36



26

on the cover

Shrimp and Fennel over Linguine, PG 50

Editorial questions or comments: Editors, *Cooking Pleasures*, 12301 Whitewater Drive, Minnetonka, MN 55343 **e-mail:** editors@cookingclub.com
Membership or Club questions or comments: (888) 850-8202 (Mon. – Fri., 7:30 a.m. – 6 p.m. CST) **e-mail:** mail@cookingclub.com

Cooking Pleasures (ISSN 1098-1187) is published bimonthly by the Cooking Club of America, 12301 Whitewater Drive, Minnetonka, Minnesota 55343. To become a Club member, send \$24 annual dues to: Cooking Club of America, Box 3439, Minnetonka, MN 55343. For Canadian membership, please send \$36 Canadian funds (including 7% GST) for annual dues. \$20 of each year's dues is for an annual subscription to *Cooking Pleasures*. Periodicals postage paid at Hopkins, MN, and additional mailing offices. Direct editorial inquiries to: *Cooking Pleasures*, 12301 Whitewater Drive, Minnetonka, MN 55343. POSTMASTER: Send address changes to: *Cooking Pleasures*, 12301 Whitewater Drive, Minnetonka, MN 55343. Canadian GST registration number R131271496. Copyright 2001, North American Membership Group Inc. All rights reserved. Produced in U.S.A. Volume 4, Number 1, Issue 14.



Partially Scanned Material

The remainder of this page/item has not been digitized due to copyright considerations. The original can be viewed at the Minnesota Historical Society's Gale Family Library in Saint Paul, Minnesota. For more information, visit www.mnhs.org/library/.

Minnesota Dietetic
Association's
**1996 ANNUAL
MEETING**

***EXPANDING
THE
FIELD***

*Thursday and Friday
MAY 2-3, 1996*

*Earle Brown Heritage Center
Brooklyn Center MN*

Objective:

The Minnesota Dietetic Association is committed to providing high quality continuing education opportunities at a reasonable cost. This conference is designed to update nutrition professionals on a wide variety of topics which relate to the profession of dietetics and the expanding role of nutrition in our society.

Welcome to the 78th Annual Meeting of the Minnesota Dietetic Association!

Following is an outstanding program designed to update you in each area of practice in dietetics. This program, in its entirety, will be worth 18 CEs!

Some Highlights include:

3 Thursday Evening Workshops

Wide Variety of Speakers and Topics

Opening Session by Doris Dereliam, ADA President

Book signing by Monica Dixon, M.D., R.D.

Reception sponsored by Mead Johnson Nutritionals

Exhibits, Posters, and Round Table Discussions

Silent Auction

Networking, Socializing, Learning!!

Please plan to join us.

General Information:

The Earle Brown Heritage Center is located just north of Minneapolis in Brooklyn Center. Ample on-site parking is available.



Hotel Accommodations

Many hotels are available in the northern Metro area. Some you may consider which are in the area adjacent to the conference center are:

Holiday Inn Mpls North: 612-566-8000
2200 Freeway Blvd, Brooklyn Ctr
Rates: \$69 Single or Double
Shuttle to Earle Brown available

Comfort Inn: 1-800-221-2222
1600 James Cir N, Brooklyn Ctr
Rates: \$54.95/single; \$59.95/double

Deadline for registration by mail:

April 22, 1996

Registration at the door will include \$15 late fee.

No cancellations after April 29, 1996.

A \$15 cancellation fee will be charge prior to this date.

Registrations are for individuals and may not be shared.

Thursday Evening Workshops
6:00-9:00 pm, May 2, 1996

I. NUTRITION RISK ASSESSMENT- Your Ticket to JCAHO Compliance & Improved Patient Care

Martin Yadrick, MD, MBA, RD &

Pamela MacChlerie, RD, CND

Sponsored by Ross Labs and Computrition

Presenters will provide an in-depth discussion on the utilization of an automated assessment program, designed to assist you with assessment and tracking of a patient's nutritional status. Since emphasis on outcome is a priority in the revised JCAHO regulations, this seminar will demonstrate how timely, accurate assessment can impact nursing and physician intervention as well.

II. GOING FOR THE GOLD -- Customer Service in The 90's

Vicki L. Perri

Sponsored in part by Alliant

A customer service revolution has been in full-swing across this country for some time now. There's a problem, however; everyone's "talking," but not everyone's "doing." Some are leading, some are following, and some are sleeping right through it. How do you think your organization "stacks up"? Make sure you're the BEST! Vicki Perri, Customer Service Expert, will cover these objectives:

- * Focus everyone's attention on the customer;
- * Manage impressions about the quality of your services
- * Pay attention to the details -- verbal and nonverbal;
- * Be "easy" and "desirable" to do business with.

III. TAKE THE MYSTERY OUT OF BLOOD GLUCOSE MONITORING: Improved Diabetes Care

Gay W. Castle, RD, CDE, Kelly J. Coughlin, RD
Cindy Halstenson, RD, CDE, Marsha Hughes,
M.D., RD, CDE, & Maggie Powers, MD, RD, CDE

The goal of diabetes management, whether Type I, Type II or gestational diabetes, is to maintain blood glucose levels as close to normal as possible. Blood glucose monitoring (BGM) is an integral component of care. This hands-on workshop will address many issues of BGM - the role of the dietitian; reviewing a BGM record, setting management goals; what are "normal" or "acceptable" BG values; using HbA1c values; how to determine the best recommendation to make in food choices, medication & exercise; how to calculate carbohydrate:insulin ratios; pump therapy; & status of diabetes education reimbursement legislation.

Application has been made for 3 CEs for each Workshop.

Speakers

Julie Blomster, B.S.W., Coram Healthcare

Marcia Boatwright, C.R.N.I., Coram Healthcare

Ann L. Burchardt, Recently retired editor and writer for Taste section, Star-Tribune, Mpls

Gay W. Castle, R.D., C.D.E., Coordinator, Intensive Diabetes Self-Management Program, International Diabetes Center, Mpls

Kelly J. Coughlin, R.D., Diabetes Educator/Health Educator, Lakewood Clinic, PA, Staples MN

Patti Cullen, M.A., VP Public Affairs, Care Providers of MN

Barbara Jo Davis, President/Owner, Ken Davis Products

Paul Deignan, M.P.S., R.D., D.H.C.F.A., System Director of Nutrition Services, Provenant Health Partners, Denver CO; former Chpt Pres, ASHFSA

Doris Dereliam, Ph.D., R.D., J.A.D.A., American Dietetic Assoc. President

Monica Dixon, M.D., R.D., President, Women's Empowerment, Olympia WA

Debbie Elsey, C.P.A., Principle, Larson, Allen, Weishar & Co

Joellen Feinlag, M.D., Ph.D., Assistant Professor, University of Minnesota

Linda Felles, M.D., Marketing Manager, Melpomene Inst.

Marion J. Franz, M.D., R.D., C.D.E., Director, Nutrition & Publications, International Diabetes Ctr

Dufford G. Hartley, M.D., Director, Obesity and Eating Disorders Program, Hennepin County Medical Ctr

Cindy Halstenson, R.D., C.D.E., Diabetes Educator, Hennepin County Medical Ctr, Mpls

Marsha Hughes, M.D., R.D., C.D.E., Diabetes Nutrition Educator, Diabetes Resource Ctr, HealthEast

Jeanne Moe, R.D., Coram Healthcare

Judy Johnson, M.D., R.D., School Foodservice Director, White Bear Schools, White Bear Lk MN

Debe Nagy-Nero, M.D., R.D., C.D.E., Owner, Debe Nagy-Nero Assoc., Vancouver, WA

Luis Larrea, General Sales Manager, Alliant

Pamela MacChlerie, RD, CND, Manager, Special Projects, Computrition, Inc.

David Monson, PharmD, Coram Healthcare

Vicki Perri, Owner, People Coach, Mpls

Maggie Powers, M.D., R.D., C.D.E., President, Powers and Associates, St Paul

Glenn Reno, General Sales Manager, Alliant

Kay Dearfoss, M.D., R.D., Assistant Director for Clinical Nutrition Services, St Mary's Medical Ctr, Duluth

Sarah H. Short, Ph.D., Ed.D., R.D., Syracuse Univ NY

Angela Sterns, Marketing Manager, Midwest Organic Alliance

Rhonda Stingley, R.D., MN Department of Health

Dary L Woessner, M.B.A., M.A., Regional Director, Subacute Operations, Beverly Health & Rehab

Martin Yadrick, MD, MBA, RD, JADA Training

Thursday, May 2, 1996

7:30 am Registration

8:00 BETTER BREAKFAST, BETTER LEARNING

Doris Derelian, Ph.D., R.D. Sponsored by The Dairy Council of the Upper Midwest
Doris Derelian, well known as our ADA President, also has done extensive research on nutrition & learning. Always an exciting speaker, Doris will be sure to bring us insightful, up-to-date information.

9:00 IS THERE MORE THAN ONE "WEIGH" TO MANAGE OBESITY?

Drifford D Hartley, M.D. and Cynthia Halstenson, R.D., C.D.E.
Review of pharmacological treatment for obesity, including the Weintraub experience with phentermine and fenfluramine and the experience at Hennepin County Medical Center with these drugs.

10:30 C O N C U R R E N T S A. APPLICATIONS OF HACCP IN FOOD SAFETY PROGRAMS

Joellen Firtag, M.D., Ph.D.
Learn how to apply HACCP (Hazard Analysis Critical Control Points) to your food safety program. Hands-on examples of recipes used in dietary settings.

B. CHANGES IN PAYMENT SYSTEMS: RULE 50 VS ALTERNATIVE PAYMENT SYSTEM

Debbie Elsey, C.P.A.
How does the state reimburse Medicare dollars and how has this changed?

C. ORGANICS: ALTERNATIVE OR MAINSTREAM?

Angela Stems
Learn the facts about the growing trend of organic food, including what organic means, what to look for on food labels, who regulates organic labeling claims, what are its benefits, and what claims are false.

D. JOIN THE TEAM! TEAM NUTRITION

Rhonda Dingley, R.D., and Judy Johnson, M.D., R.D.
Information on USDA's School Meals Initiative for Healthy Children and the training program offered through MN Team Nutrition Training Grant will be presented.

11:30 C O N C U R R E N T S E. "BYTING" OFF THE CHALLENGE OF COMPUTERTIZATION

Kay Dearloss, M.D., R.D.
A review of the process used by one hospital to select and implement a computerized diet office system, including advantages and disadvantages of computerization, and general features of diet office systems.

F. SUBACUTE CARE IN THE SNF - HOW IS IT DIFFERENT?

Garry Woessner, M.B.A., M.A.
Subacute care has been broadly defined and utilized in many different healthcare venues. This presentation will give a current perspective on the role of subacute care, and will describe a specific program model.

G. THE MEDIA AND THE Nutrition MESSAGE

Ann L. Burkhardt
Suggestions and strategies for getting nutrition information you deem important to the media, including radio, TV, newspapers, magazines and newsletters. On-line, too!

12:30 AWARDS LUNCHEON / Business Meeting

2:30 GETTING YOUR DUCKS IN A ROW: Keeping Your Head Above Water in the Era of Quackery

Sarah H. Short, Ph.D., Ed.D., R.D. Sponsored by The National Livestock & Meat Board
This session addresses ways to help your clients translate the frequent and often contradictory reports about nutrition, with special insights on advocacy groups and their agendas.

3:30 CON-CUR-RENTS H. KEEPING UP WITH CHANGES IN REGULATIONS

Patti Cullen, M.A.
Are you ahead of the surveyors or behind? Learn about compliance of survey issues in MN

I. HOW TO MOTIVATE PEOPLE TO BE PHYSICALLY ACTIVE: The Million Dollar Question

Linda Feltes, M.D.
Most Americans understand the health benefits of physical activity, yet too few of us are getting off our bottoms. How can we flip on the activity switch? What motivates you? What might motivate your clients?

4:30 RECEPTION with hors d'oeuvres, sponsored by Mead Johnson Nutritionals

PLEASE SEE FOLLOWING INFORMATION ON THURSDAY EVENING WORKSHOPS!

CEs for Thursday Day session: 6 CEs for Workshops: 3 Possible Total for the Day: 9

Thursday Evening Workshops
6:00-9:00 pm, May 2, 1996

I. NUTRITION RISK ASSESSMENT-
Your Ticket to JCAHO Compliance &
Improved Patient Care

Martin Yadrick, M.D., M.B.A., R.D. &
Pamela MacChlerie, R.D., C.N.D.
Sponsored by Ross Labs and Computrition

Presenters will provide an in-depth discussion on the utilization of an automated assessment program, designed to assist you with assessment and tracking of a patient's nutritional status. Since emphasis on outcome is a priority in the revised JCAHO regulations, this seminar will demonstrate how timely, accurate assessment can impact nursing and physician intervention as well.

II. GOING FOR THE GOLD --
Customer Service in The 90's

Vicki L. Perri
Sponsored in part by Alliant

A customer service revolution has been in full-swing across this country for some time now. There's a problem, however; everyone's "talking," but not everyone's "doing." Some are leading, some are following, and some are sleeping right through it. How do you think your organization "stacks up"? Make sure you're the BEST! Vicki Perri, Customer Service Expert, will cover these objectives:

- * Focus everyone's attention on the customer;
- * Manage impressions about the quality of your services
- * Pay attention to the details -- verbal and nonverbal;
- * Be "easy" and "desirable" to do business with.

III. TAKE THE MYSTERY OUT OF
BLOOD GLUCOSE MONITORING:
Improved Diabetes Care

Gay W. Castle, R.D., C.D.E., Kelly J. Coughlin, R.D.
Cindy Halstenson, R.D., C.D.E., Marsha Hughes,
M.D., R.D., C.D.E., & Maggie Powers, M.D., R.D., C.D.E.

The goal of diabetes management, whether Type I, Type II or gestational diabetes, is to maintain blood glucose levels as close to normal as possible. Blood glucose monitoring (BGM) is an integral component of care. This hands-on workshop will address many issues of BGM - the role of the dietitian; reviewing a BGM record, setting management goals; what are "normal" or "acceptable" BG values; using HbA1c values; how to determine the best recommendation to make in food choices, medication & exercise; how to calculate carbohydrate:insulin ratios; pump therapy; & status of diabetes education reimbursement legislation.

Application has been made for 3 CEs for each Workshop.

Friday, May 3, 1996

7:15 am Registration

Exhibits will be open during this time.

8:00 TRENDS AND STRATEGIES IN NUTRITION SERVICES

Paul Drignan, M.P.S., R.D., D.M.C.F.A. Sponsored by SYSCO MINNESOTA
Discussion of trends as identified in recent publications and research conducted by trade associations. New foci in patient and non-patient meal service, staff utilization, and meal service formats will be described, as well as how healthcare operators are attempting to respond to changing industry demands.

9:00 MEDICAL NUTRITION THERAPY AND MANAGED CARE:
YOUR FUTURE IN THE CONTINUUM OF CARE

Debi Nagy-Nero, M.D., R.D., C.D.
Learn how medical nutrition therapy fits into managed care, and the opportunities this presents for the future of dietetics.

10:30 C O N C U R R E N T S J. HOW TO BUILD AND MAINTAIN AN EFFECTIVE ORGANIZATION THROUGH TEAM BUILDING

Luis Larrea and Glenn Reno
Luis Larrea and Glenn Reno, with combined experience of 37 years in the foodservice industry, will outline their success in managing through team building.

K. WHAT THE WORLD NEEDS NOW - HOW TO MARKET IT

Barbara Jo Davis
Practical advice from the President and Owner of Ken Davis Products, a successful, local food company, on how to market a concept, product, or yourself.

L. HOME HEALTH CARE - THE ALTERNATE SITE PROVIDER

Jeanne Moe, R.D., Marcia Boatwright, C.R.N.D., Julie Blomster, B.S.W., and
David Monson, Pharm.D.
A multi-disciplinary team will provide insight into what home care can do for our clients. Emphasis will be placed on the nutritional aspects of patient care as a means to achieve superior patient outcomes with lowered costs.

11:30 Exhibits, Poster Sessions, and Round Table Discussions on Various Topics

1:30 UNDER THE SHEETS: FOOD, BODY IMAGE AND WOMEN'S SEXUALITY

Monica Dixon, M.D., R.D.
"Thinner is more beautiful" has developed into a national obsession. How can women free themselves from the complex sociocultural background that influences their negative views of their bodies, their food choices, and the resultant effects on their sexual relationships?

2:30 TRANSLATING THE 1994 DIABETES NUTRITION RECOMMENDATIONS INTO PRACTICE

Marion J. Franz, M.D., R.D., C.D.E.
The 1994 diabetes nutrition recommendations provide guidelines and strategies for medical nutrition therapy for persons in a home setting. Also discussed will be how to implement these recommendations into institutions.

3:30 POWER COMMUNICATION SKILLS FOR THE NUTRITION PROFESSIONAL

Monica Dixon, M.D., R.D.
Effective, invigorating and powerful communication skills are essential for all nutrition professionals. Sharpen your counseling and presentation skills with Monica's innovative, exciting techniques to motivate your audiences towards good health!

5:00 Adjournment

Monica Dixon will be available to sign copies of her book, Love the Body You Were Born With, which will be offered for sale during the Annual Meeting.

CEs for Friday Day session: 9 (7 for speakers, 1 for exhibits, 1 for poster sessions)
TOTAL CEs available for entire meeting: 18

Breaks will be held at 10:00 am on both Thursday and Friday.

MINNESOTA DIETETIC ASSOCIATION

1910 W County Road B, Room 212
Roseville MN 55113-5448

Non-Profit Org.
U.S. Postage
PAID
St. Paul, Minn.
Permit No. 1752

Barbara Jo Davis, president
Ken Davis Products, Inc.
4210 Park Glen Road
Minneapolis, MN 55416
Phone: 952-922-5556
www.kendavis-bbq.com

Seeing red: Ken Davis Bar-B-Q Sauce

"Red is a power color," says Barbara Jo Davis, owner and president of the company that produces her late husband's signature barbecue sauce. As she speaks, she gestures toward the reception area just outside her office in St. Louis Park. The walls are painted the same red that is used on the bottles of the sauce, a color just a touch darker than tomato red.

"I always wear red when I meet with my brokers," says Barbara Jo, resplendent in a well-cut red suit, her smile bracketed by large red and gold earrings. She was referring to the food brokers who distribute Ken Davis Bar-B-Q Sauce to supermarkets throughout Minnesota, North and South Dakota, Wisconsin, Iowa and Nebraska.

The story of the development of the sauce and the company revolve around Ken Davis, the man in shades shown on the barbecue sauce label. Barbara Jo loves to tell his story:

"He was a great big bear of a man, imposing both in size and audacity. Wearing dark glasses and sporting a big cigar, he appeared on the Minnesota horizon in the mid-1960s. "Hey, baby," he'd say, grinning and extending his hand. "I'm Ken Davis." Ken opened a restaurant (Edina Chicken at Vernon Road and Highway 100) in the late 1960s. They served chicken, ribs and pizza. And they served a *great* barbecue sauce.

"But there was no recipe for the sauce which his grandmother had taught him how to make. He just combined a little of this and a little of that until it tasted right. Finally, Ken hired home economist Barbara Jo Taylor to perfect the sauce and write it all down. (He later married her to keep the secret in the family.)

"In 1970 Ken closed the restaurant, loaded his station wagon with barbecue sauce and, cigar in hand, started around to the local supermarkets. Ignoring those who told him he couldn't go against the big national brands, he talked store managers into taking the sauce on consignment. People found out about Ken Davis Bar-B-Q Sauce by word of mouth, in-store sampling and by meeting and listening to Ken." To his delight, his sauce became Minnesota's favorite, outselling even the national brands.

At one point in the expansion of his sales territory, Ken Davis had a huge recreational vehicle which he took to supermarkets for his weekend demo-festivals. This salesroom on wheels was fitted with a kitchen and carried barbecue gear for daylong tastings.

So proud was he of his sauce, Ken sometimes handed bottles to picnickers he'd spot on his way to and from his office. If folks were having a barbecue, Ken wanted them to have his sauce. He'd just pull over, offer the bottle, shake their hands and drive off grinning.

After Ken turned the production of his sauce over to a commercial manufacturer, he concentrated on developing new flavors and on sales and promotion. He headquartered his company in a suburban business complex. Here there was plenty of space for the staff of three *and* for a big beautiful kitchen for Barbara Jo, who had left Betty Crocker Kitchens after 20 years there. She calls her kitchen work "playing in the groceries."

The sauce line grew to five flavors: Original (which is sweet and smoky), Smooth 'n Spicy (Barbara's favorite, says the label) and Bold 'n Spicy, sold in supermarkets, plus Classic Deli and Honey and Mustard, which, along with Original, are sold to food service outlets such as restaurants, schools and hospitals.

Barbara Jo took the company reins after Ken's death in 1991, applying her considerable creativity to the business. She took voice training at the Guthrie Theatre so that she could record her own radio commercials. She began publishing Ken Davis News, a tabloid packed with zippy recipes--every single one made with the sauce--and snappy copy. It includes Ken-isms like this: "If you're going to all the trouble to build a fire, you might as well cook a lot, wrap and freeze it. Then, when you're hungry for barbecue, all you have to do is take it out and heat it up."

She also launched a web site: www.kendavis-bbq.com, which is loaded with her distinctive recipes.

Barbara Jo believes strongly in giving back to the community. She leads the nationwide Coalition for Black Development in Home Economics. Her colleagues in Twin Cities Home Economists in Business named her Business Home Economist of the Year in 2002. She serves on the board of Stairstep Initiative, an African-American community-building organization, and is a member of IACP (International Association of Culinary Professionals), NAACP and the Global Women's Network. She speaks regularly on the importance of community service, putting the passion of a gospel minister into her exhortations on the value of helping others.

Besides their love of travel, of family, and, of course, of barbecue, Barbara Jo and Ken shared a love of jazz, Ken having played jazz bass as a young man. Barbara Jo uses a music metaphor when advising another woman about starting a business. She says: "Running a business is like playing jazz: learn the basics, then improvise."

Ribs are, of course, the ultimate barbecue food. Here's the Davis way:

Ken's Favorite Ribs

Soak wood pieces (mesquite, hickory or apple) in water at least 2 hours. Well-soaked wood will burn more slowly.

Choose about 1 pound pork spareribs or back ribs per person. Have the butcher trim off excess fat. Rinse and dry the ribs; place them in a roasting pan. Sprinkle ribs generously with salt-free Cajun Seasoning (or make your own rub using garlic and onion powder, cayenne, black pepper and ground thyme). Cover and refrigerate at least 1 hour.

Fill a foil pan half full of vermiculite (available at garden stores) or kitty litter. Place the pan in the bottom of the grill, off to one side. Pour charcoal briquettes in the remaining half of the grill. Light the charcoal (one of those Charcoal Chimneys eliminates the need for lighter fluid). When the coals are completely white, place the wet wood on top of the charcoal. Put the grill racks in place and oil them lightly.

Place ribs on the grill rack over the foil, bone side down. You could also use a special rib rack that holds ribs upright. Remember to keep the ribs on the side of the grill where there is no fire. **Let the heat, not the fire, do the cooking.** Cover the grill and cook 30 minutes.

Turn and rearrange ribs. Grills have hot spots so move the ribs around from time to time. Replace lid and cook ribs, turning frequently, until done, about 1 ½ hours. Ribs are done when you can wiggle the bones in the meat.

Cut racks of ribs into 4-bone portions or into individual bones. Place in foil pans or on large squares of heavy-duty foil. Slather ribs generously with Ken Davis Bar-B-Q Sauce. Cover tightly and return to grill. Cover and cook 15 minutes to heat through and caramelize sauce.

Bar-B-Q Pulled Pork for Sandwiches

Let this pork simmer while you pursue another activity, then shred it and add the sauce. Freeze in family-size portions. Thaw and reheat for satisfying sandwiches.

1 boneless pork shoulder or loin roast, about 3 pounds*
2 tablespoons vegetable oil
1 cup chicken broth, beer, apple juice or water
17-ounce jar Ken Davis Bar-B-Q Sauce
Toasted, split hamburger buns or Kaiser rolls

*don't be tempted to get a bone-in roast (as I did). It saves a little money but makes a lot of work.

Brown pork on all sides in oil in a large Dutch oven over high heat. After browning, drain fat. Sprinkle roast with salt and pepper as desired. Add broth; Heat to boiling. Reduce heat; cover and simmer until pork is very tender, about 3 hours.

Refrigerate pork in the broth until cool enough to handle. Holding the roast with your left hand and a fork in your right, pull the pork into long shred. Return pork to pot. Pour sauce over pork; heat through. At this point, pork can be served on buns or frozen for later use.
Makes about 12 servings.

Glazed Ham and Sweet Potatoes

This is a quick, easy dinner. Add a spinach salad and rolls.

1 ham steak (about 1 pound)
23-ounce can vacuum-packed sweet potatoes
1/2 cup Ken Davis Bar-B-Q Sauce
1/2 cup orange marmalade
2 teaspoons prepared mustard
1/4 teaspoon ground cloves

Cut ham into 4 equal serving portions. Arrange ham and potatoes in baking dish. Stir together the sauce, marmalade, mustard and cloves in a small bowl; pour over ham and potatoes. Bake at 350 degrees 30 minutes, basting occasionally.
Makes 4 servings.

Note: Any leftovers freeze and reheat well.

Fried Corn

For a taste of summer mid-winter, prepare this yummy side dish with frozen or canned corn.

3 slices bacon, cut into 1-inch pieces
1 small red bell pepper, seeded and chopped
1 small green bell pepper, seeded and chopped
4 green onions, thinly sliced
2 cups whole kernel corn
1/2 teaspoon salt
1/4 teaspoon pepper
1/3 cup Ken Davis Bar-B-Q Sauce

In large skillet, cook bacon until crisp. Pour off all but about 2 tablespoons bacon fat (you can eyeball that amount). Stir in peppers and onion; cook and stir until tender. Stir in corn (drained if canned), salt, pepper and sauce. Cover and cook over low heat. Makes 6 to 8 side-dish servings.

Minnesota Jambalaya

It's only natural that jazz lovers like Ken and Barbara Jo would want to adapt a New Orleans favorite to their product.

1 cup Ken Davis Bar-B-Q Sauce, preferably Bold 'n Spicy
1 pound raw shrimp, shelled and deveined
1 pound spicy smoked sausage, such as kielbasa or andouille
2 tablespoons butter or margarine
1 large onion, chopped
1 large green pepper, seeded and chopped
1 large red pepper, seeded and chopped
1 tablespoon vinegar
1/4 teaspoon cayenne pepper, optional
2 large tomatoes, chopped
1 cup uncooked long-grain rice
1 cup coarsely chopped smoked ham
14.5-ounce can chicken broth

Measure 2 tablespoons Bar-B-Q Sauce; set aside. Place shrimp in a 1-gallon sealable plastic bag; pour the remaining sauce over the shrimp. Seal and refrigerate 30 minutes.

Meanwhile, brown the sausages in a Dutch oven over medium heat. Remove the sausages, and melt the butter in the same pan. Cook and stir the onions and peppers in the butter until onions are translucent and tender, 4 minutes. Stir in the tomatoes, reserved Bar-B-Q Sauce, vinegar and, if using, cayenne pepper. Cover and simmer 15 minutes.

Slice the sausage, and add them to the pot along with the rice and ham. Stir in the chicken broth. Heat to boiling; reduce heat and simmer, covered, about 20 minutes, until rice is nearly done. Stir in the shrimp, including the marinade and cook, stirring, until the shrimp is pink, 3 to 5 minutes longer.

Makes 8 servings.

HUBERT H. HUMPHREY
JOB CORPS CENTER



GRADUATION
DECEMBER 14, 2001
1:30 P.M.

Operated for the U.S. Department of Labor
by Vinnell Corporation

PROGRAM

Prelude.....	Handel Concerto No. 4 in F
Processional.....	<i>"Scotland The Brave"</i> Osmand Shrine Pipe Band
Welcome Remarks.....	Lisa Walkley, Recreation Specialist Mistress of Ceremony
Musical Selection.....	<i>"The Star Spangled Banner"</i> Cynthia Gregory, Administrative Assistant
Statement and Greetings.....	David MacKenzie, Center Director
Musical Selection.....	<i>"John the Revelator"</i> <i>"America The Beautiful"</i> Divine Harmonizers
Reading.....	<i>"On That Day"</i> Keichie Campbell, TCU Graduate
An Alumni Minute.....	Melanie Matthews Advanced Career Training Coordinator
Introduction of Commencement Speaker.....	Melanie Matthews Advanced Career Training Coordinator
Commencement Address.....	Ms. Barbara Jo Davis President, Ken Davis Products
Presentation of Certificates.....	Zeb Gray, Vocation Manager David MacKenzie, Center Director Debbie Hoppe, Education Manager Sheena O'Brien, Counseling Manager Vocational Instructors
Special Acknowledgments.....	Zeb Gray, Vocational Manager
Recessional.....	Widor Symphony No.5

A reception will follow the ceremony for graduates and their guests.

Please stand for processional

GRADUATES

FACILITY

MAINTENANCE/HBI

Dawit S. Birhane*
Andrew J. Debner*
Nebiyu K. Fufa*
Aschalew Gebrhana
Raynaldo Pena*
Joretta Richardson*/**
Gabriel K. Weber*

FOOD SERVICES

Steven A. Hinz*
Lyrenice Thomas

HEALTH OCCUPATIONS

Adrienne Allard
Tenu Boye
Kenneth M. Burrell*
Patrice G. Covin
Sylvester Delapaz
Sarah Erdman*
Michael J. Gresham*
Damone Harris*
Laquita Holbert*
Tiffany Hutson*
Alicia Kendrick
Christine Kowalewski
Marvin R. McCowen*
Tracie J. Mitchell*
Guuci B. Mokonnen
Lisa M. Mosley*
Marcus L. Myles*(Honors)
Darius M. Oats*
Vanessa K. Roberson
Mobita Scott
Stephanie Schultz
Lawan Stephens
Tory A. Stone*
Florida Taylor*
Sarah Taylor

Varnell J. Turner
Marcus White
Nina Williams*
Tamala J. Wilson*
Aubria N. Wood
Sena Yadassa

BUSINESS

TECHNOLOGIES

Humasse K. Aboni*
Matthew T. Borward*
Tyrel Brozo
Melissa A. Coyer*
Kawayn Johnson*
Joanalan Z. Neal
Saretta Neufville*
Gregory C. Nordin*
Faysal Nur
Juliette Omundson
Winston H. Shaw*/**
Donald J. Stewart*/**
Alysha L. Turner*
Neng Vue*

PAINTING AND WALL- PAPERING/HBI

Dennis Androsky
Eric J. Aydt
Joshua F. Burns*
Chad Carlson*
Leann M. Fuller*
Christopher Garrick*
Timothy L. Grippe*
Kyle R. Keller*
Thomas M. McConnell*
Rebekah Miller*
Melissa K. Mittness*
Thaniel G. Peterson*
Tracy L. Robers*
Desiree D. Urness*
Steven Yeazle

TCU ADVANCED

TRAINING PROGRAM

Angel D. Acosta*
Silvia Arciniegas*
Mason T. Arkwright*
Sophia M. Boyer*
Nicole M. Brager*
Aaron Byrd*
Keichie Campbell*
Sidonia L. Clark*
Sherrie L. Compher*
Maurice Davis*
Jennifer Diaz*
Christopher Ford*
Jasmine C. Gibson*
Staci Gray*
Paul A. Jasko*
Patrica Jones*
Lonna L. Lahti**
DeAnne Lawson*
Adonna Linn*
Maribel Maceo*
Jose M. Martinez*
Christina Medina*
Veronica Quintana*
Joseph L. Rice*
Erika Romero*
Joel A. Rutz*
Michael Seramur*
Tonya S. Smith*
William P. Stewart IV*
Dustin T. Straight*
Jejuan Townsend*
Gregory D. Washington*
John Wise*

* GED/High School
Diploma

** Second Vocation

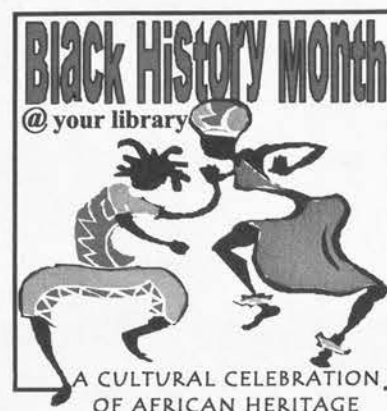
All Graduates who have completed since the last graduation were contacted; however, many are not able to be with us today because of distance, employment, and/or other responsibilities

HUBERT H. HUMPHREY
JOB CORPS CENTER



20TH ANNIVERSARY

Established in 1981, the Hubert H. Humphrey Job Corps Center celebrated 20 years of service and commitment to preparing youth for promising futures. Our mission is to provide career development services focused on career preparedness, career development, and transitional services in training and living environment that offers safe harbor to students - conducive to learning and supportive of their individual needs. We achieve this by putting the needs of the students and program first, resulting in quality job placements and opportunities with long-range prospects for self-sufficiency.



presented by

Colorado Springs Utilities

featuring **Harrison School District 2**
Register for prizes to be drawn throughout the celebration.
Art displays created by students of Harrison School District 2.

SATURDAY, FEBRUARY 2

Sand Creek Branch Library

1821 S. Academy Blvd.

Refreshments will be served

Ongoing

African-American Genealogical Society of Colorado Springs

Visit this booth for information on workshops specializing in African American genealogy—slave history, land and property deeds, Freed men Bureau records.

10:30 a.m.

African American Authors Storytime

11 a.m.

African Safari

Explore the villages and animals of Africa through video, narrative, and artifacts with Cheyenne Mountain Zoo docent Annemarie Garza.

12 noon

Folklore from Africa

Tales of heat and drums and dance, fables of fear and love and life: come and enjoy the mesmerizing lore of the "Dark Continent." Experience the antics of the trickster "Ananci" as they are told in the traditional Griot (gree-oh) fashion by Lorenia, master storyteller. Designed for all ages.

1 p.m.

The Hero Within: Stories of Love, Choice and Strong Foundations

This children's program explores simple tales with lessons highlighting African-American heroes. Stick around for a fun craft after library storyteller Connie Black's dramatic portrayals.

2 p.m.

Children's Choir Performance

Enjoy the clear voices of students from Panorama Middle School and Monterey Elementary School singing songs of Africa.

3 p.m.

African Timeline Pageant

People of African descent share a history rich in art, tradition, invention, exploration, and hardship. Follow this dramatic and musical depiction of African accomplishments and sorrows, featuring students from Harrison School District 2.

SATURDAY, FEBRUARY 2

Sand Creek Branch Library

Reception for author

Natasha Anastasia Tarpley

7-9 p.m.

Meet author Natasha Anastasia Tarpley, who will share her experiences as a writer and talk about the people and places in her work. A gifted author who recently began writing children's books, Natasha lives in New York City and travels throughout the United States. Her works include:



Testimony: Young African-Americans on Self-Discovery and Black Identity. The author recounts the unpleasant college experience that was the impetus for this powerful book. From that unforgettable event, she seeks to give "testimony" of her existence.

Girl in the Mirror: Three Generations of Black Women in Motion. An absorbing memoir of three generations of African-American women. Narrated with a novelistic quality, Natasha looks to the stories of her mother and grandmother to make sense of herself.

grandmother to make sense of herself.

I Love My Hair. This children's picture book is an upbeat celebration of African-American identity. Kenyana enjoys all the things she can do with her hair — wear it in braids with beads that tap and clack, or in two ponytails that stick out.... Illustrated by Earl B. Lewis.

Bippity Bop Barbershop. In this companion book to *I Love My Hair*, Miles makes his first trip to the barbershop with his father. Written with a jazzy beat and illustrated with graceful, realistic watercolors, this book captures an important rite of passage for boys. Illustrated by Earl B. Lewis.



Books will be available for purchase and signing.

SUNDAY, FEBRUARY 3

Sand Creek Branch Library

Refreshments will be served

1 p.m.

The Hero Within: Stories of Love, Choice and Strong Foundations

This children's program explores simple tales with lessons highlighting African-American heroes. Stick around for a fun craft after library storyteller Connie Black's dramatic portrayals.

2 p.m.

Folklore from Africa

Tales of heat and drums and dance, fables of fear and love and life. Come and enjoy the mesmerizing lore of the "Dark Continent." Experience the antics of the trickster "Ananci" as they are told in the traditional Griot (gree-oh) fashion, by Lorenia Stallworth, master storyteller. Designed for all ages.

3 p.m.

African Timeline Pageant

People of African descent share a history rich in art, tradition, invention, exploration, and hardship. Follow this dramatic and musical depiction of African accomplishments and sorrows, featuring students from Harrison School District 2.

SATURDAY, FEBRUARY 9

Sand Creek Branch Library

Spoken Word Poetry Gathering

7-9 p.m.

Visit the "Library Coffee House" for an entertaining evening of poetry, written and performed by local professional black poets. Led by Stacy Dyson, Kennedy Center Imagination Celebration's poet laureate, this group of artists features readings by Jerome Davis, Vivian Grant, Zedekah Poindexter, and others.

Intervals of music and drumming will complement the words.

Some content of this program may not be appropriate for children.

FRIDAY, FEBRUARY 15

Penrose Public Library
Carnegie Reading Room
20 N. Cascade Ave.

Reception for author Jacqueline L. Tobin

7-9 p.m.



Meet author Jacqueline Tobin, co-author of **Hidden in Plain View: A Secret Story of Quilts and the Underground Railroad**

"There are five square knots on the quilt every two inches apart. They escaped on the fifth knot on the tenth pattern and went to Ontario, Canada. The monkey wrench turns the wagon wheel toward Canada on a bear's paw trail to the cross-roads...."

Now, through the oral history of Ozella McDaniel Williams, Tobin and African-American quilter Raymond Dobard tell an amazing story that draws on the textile traditions of the slaves' African heritage and merges it with the American quilting art to create a complex system of communication and resistance. This book tells a social history of African-American traditions and an adventure story of the relentless pursuit of freedom.

Tobin teaches writing at University College at the University of Denver as well as in workshops for women seeking to tell their stories. She has recently been signed for a quilt documentary on HGTV.

Books will be available for purchase and signing.

SUNDAY, FEBRUARY 17

East Library and Information Center
5550 N. Union Blvd.

Folklore from Africa

3-4 p.m.

Tales of heat and drums and dance, fables of fear and love and life: come and enjoy the mesmerizing lore of the "Dark Continent." Experience the antics of the trickster "Ananci" as they are told in the traditional Griot (gree-oh) fashion by Lorenia, master storyteller. Designed for all ages.





SATURDAY, FEBRUARY 23

Sierra High School

2250 Jet Wing Drive

**African Kitchen:
A Cooking Demonstration and Feast**

4-7 p.m.

Barbara Jo Davis is a professional chef and owner of Ken Davis Products, famous for Ken Davis Bar-B-Q-Sauce. In her pursuit of gourmet experiences, she has traveled all over the world, sampling food at Fauchon in Paris, gathering recipes from women in Ghana, eating fast-food noodles in Shanghai.

Barbara Jo comes from her home in Minnesota to teach a class in African cuisine. Help prepare a menu of exotic dishes—and enjoy the results for dinner!

This class is limited to 30 observers. A \$20 fee covers the cost of the meal. Please pre-register by calling the Sand Creek Branch Library at 597-7070.

SUNDAY, FEBRUARY 24

Penrose Public Library

Folklore from Africa

3-4 p.m.

Tales of heat and drums and dance, fables of fear and love and life: come and enjoy the mesmerizing lore of the "Dark Continent." Experience the antics of the trickster "Ananci" as they are told in the traditional Griot (gree-oh) fashion by Lorenia, master storyteller. Designed for all ages.

Library Channel 17 Programming

Friday and Saturday, February 1 and 2 at 4, 6, 8 and 10 p.m.

American Cowboys: A documentary about two legendary bronc riders who broke the color barriers in the early 20th century. 30 mins.

Friday and Saturday, February 1, 2, 8, 9, 15, 16, 22, 23 at 9 p.m.

Black Beat: Colorado Springs' African-American community is the focus of this magazine-format program. 1 hr.

Monday, February 4 at 1, 3, 5, 7, 9 and 11 p.m.

Sankofa: A high-energy performance of authentic African dance by Sankofa was videotaped during the library's 2000 Black Heritage Festival. 1 hr.

Friday and Saturday, February 8 and 9 at 1, 3, 5, 7 and 11 p.m.

Everybody Welcome: A profile of Colorado Springs businesswoman Fannie Mae Duncan, who was a leader in the local African-American community during the 1950s, '60s, and '70s. Her nightclub, "The Cotton Club," was open to both black and white patrons in an era when segregation was practiced. 1 hr.

Monday, February 11 at 1, 3, 5, 7, 9 and 11 p.m.

Black Pioneers/Dorothy Bass Spann: This documentary features an interview with Dorothy Spann, an amazing woman who actually knew General Palmer and spent her childhood at Glenn Eyrie. 1 hr.

Monday, February 18 at 1, 3, 5, 7, 9 and 11 p.m.

My Life as a Tuskegee Airman: Local artist and philanthropist Clarence Shivers recounts his experiences as a Tuskegee Airman in this program. 1 hr.

Black History Month Storytimes

@ your library

African American Authors

All storytimes 10:30 a.m.

FEB. 2	Sand Creek Branch Library
FEB. 6	Penrose Public Library
FEB. 13	Sand Creek Branch Library (plus 9:30 a.m.)
FEB. 16	East Library and Information Center
FEB. 20	East Library and Information Center
FEB. 27	Old Colorado City Branch Library
FEB. 28	East Library and Information Center

JAMBO! Tales from Africa

All storytimes 10:30 a.m. (unless noted)

FEB. 5	Monument Branch Library (10:15 & 10:45 a.m.)
FEB. 7	Ute Pass Branch Library
FEB. 8	Rockrimmon Branch Library (10:15 & 10:45 a.m.)
FEB. 16	Penrose Public Library
FEB. 21	East Library and Information Center
FEB. 26	Ruth Holley Branch Library
FEB. 27	East Library and Information Center (7 p.m.)
FEB. 28	Cheyenne Mountain Branch Library



Black History Month Celebration

Art Exhibits @ your library

James A. Dixon will exhibit highly illustrative colored pencil sketches focusing on Bible stories, as well as paintings he calls "grain mosaics" (processed grains such as rice and wheat affixed to traditional canvas embellished with pigment). Dixon will also display bronze sculptures - highly textured elements arranged in compositions influenced by classical influences as well as post-modern influences. His artwork is featured in the private collections of the Reverend Jesse Jackson and the Black American West Museum and in downtown Colorado Springs.

February 1-28 - East Library and Information Center

The African-American Genealogical Society will exhibit a handmade quilt featuring photographs of its members and their families. The group will also display items from a time capsule to be opened on February 25, 2012 that will contain pictures, letters, and diaries for their family members. The display will also include African-American genealogy information and books by Katie Bennett and Norvell Simpson.

February 4-28 - Penrose Public Library

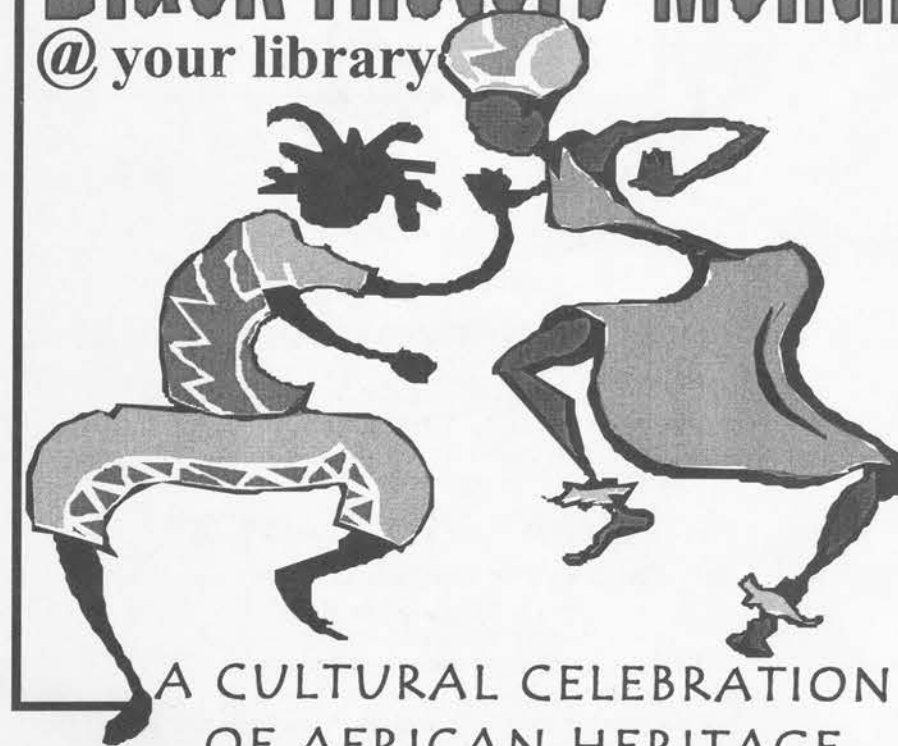
Tutmos Academy will exhibit African-American history artifacts and materials.
February 1-28 - Ruth Holley Branch, 923 N. Murray Blvd.

Lew Tilley, noted artist and photographer, and local businesswoman **Fannie Mae Duncan** will be honored at a reception featuring a photo exhibit and video history of Fannie Mae's life and her famous Nightclub The Cotton Club. The circa 1950s photo collection will remain on display in the Carnegie Reading Room throughout the month of February.

Sunday, February 24 - Penrose Public Library, Carnegie Reading Room 1:30 p.m.

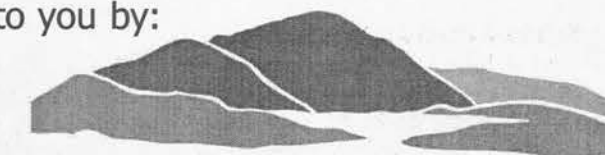
Black History Month

@ your library



FEBRUARY 2002
SCHEDULE OF EVENTS

Brought to you by:



Colorado Springs Utilities

It's how we're all connected

SCHOOL DISTRICT TWO
HARRISON
Character Through Diversity, Challenge & Accomplishment

ChaMik™
Real Estate Company, Inc.

PIKES PEAK LIBRARY DISTRICT
inform EMPOWER Inspire

531-6333, x1234



Focusing on New Members

New Chapter In Her Book of Life

Barb Strand, Owner and Chef of Babette's Catering for six years, has decided to hang up her apron there. Barb sold the coffee shop, saying "a changing market-place, family mat-

ters and my being exhausted made us decide to start a new chapter in our lives; we are in the process of retiring from the catering business." Excellent time to rejoin Twin Cities HEIB!

From her early days, Barb loved food and cooking, so it was no surprise that during junior high student teacher day, Barb was chosen to teach the foods class. Barb says, "I was always doing extra credit cooking at home. When my mother went back to work fulltime, I prepared dinner for the family. My interest grew to a passion and the creativity became addictive."

Barb went on to graduate from the University of Minnesota, College of Human Ecology. For over 15 years, Barb has contributed to consumer foods as a creative food consultant, working with major food companies such as Land O'Lakes, Pillsbury, Hormel, Sandoz Nutrition, General Mills and Jerome Foods. Developing and writing cookbooks, testing new products, developing recipes and writing consumer product information are among the jobs she has done for them. Additionally, Barb coordinated recipe contests for Schwan's, *Country Living* magazine and several Pillsbury Bake-Off's®. Supermarkets and dairies are other clients, where she merchandized product and established food demonstrations.



Food styling is another of Barb's interests and talents. She has worked with Cy DeCosse Studios, Studio Three, Hedstrom Blessing Studio and Bill Gale Photography. Creative catering became another avenue to pursue, and Barb catered food for Naegle Outdoor Advertising, Inc. weddings and private parties.

Now that she has a little more available time, Barb hopes to pursue cookbook writing and recipe and new product development. She also dreams of "a small neighborhood bistro-style restaurant, so watch for future adventures from Babette's."

On the community front, Barb has been active as Girl Scout leader; PTA past president; Chairperson of TC HEIB, 1990-91; Chairperson Food on Film® IV; past-President College of Human Ecology Alumni Society and the University of Minnesota Alumni Association. Barb's commitment to helping others is strong; she is working with Les Dames d'Escoffier in their efforts to raise funds for the Eastside Garden project and she mentors several young women

Continued on Page 4

INSIDE

Calendar	2
Consumer Trends Forum	7
Editors Letter	2
Entrepreneur's Edge	5
Food on Film® XI	8
Highlights from MAFCS District K Mtg....	9
How to Succeed in Cookbook Writing ...	6
Letter from the Chair	3
Meet the Board	4
Member News	8
TC HEIB Board for 2002-2003	6
2002 TC HEIB Program Schedule	3
Volunteer Opportunity	10

Meet the Board

Judy Davisson Membership Chair

Current position and place of work - I'm a general food consultant and do recipe development and other projects for Pillsbury and Morgan & Myers as well as a few other clients. I stay about as busy as I care to be.

Goals for the TC HEIB Board this year - To help all of our members feel welcome and a part of HEIB.

Reasons for serving on the TC HEIB Board - I receive so much from my membership in TC HEIB, I want to give something back.

Person you admire - Let's stay close to home. One of the people I admire is Andi Bidwell. She has so much energy and enthusiasm, it's contagious! She's a person who really lives her passion - FOOD. She devotes lots of time and energy in sharing this passion with others. I am one of the grateful recipients of her willingness to share her knowledge and expertise.

Favorite junk food - The most current one is chocolate covered raisins. I buy them for my granddaughter, but I end up eating most of them.

Merrilyn Tauscher Nominating Chair

Current position and place of work - I have been a culinary specialist at Byerly's for 15 years and currently am at the Saint Louis Park location.

Goals for the TC HEIB Board this year - My goal as nominating chair is to encourage more members to share their talents and expertise on a board position, as a committee member or as someone who may just want to e-mail me with a suggestion for our group (Merrilyn.tauscher@lfhi.com).

Reasons for serving on the TC HEIB Board - I feel that participating in a group's leadership is a responsibility of each of its members and I am happy to give my time to help guide our group. Each time I've been part of the board, I become energized by working with talented people who make things happen. Serving on the board also seems to help me become a better member, as I find myself attending more meetings and reaching out to welcome new members.

Person you admire - I can't say that there is just one, however my mom's mother, Emma Anderson, was a very non-judgmental, patient and generous woman. The older I get, the more highly I value these qualities.

Favorite junk food - I love cookies — homemade or from a bakery. I always have some on my kitchen counter or stashed in the freezer.

New Member Focus

Continued from Page 1

in the food business.

At the top of her hobby list are her three wonderful grandchildren, and she is very proud of them. "Robyn, age 4, Lukas, age 3 and Quinn, age 22 months. They called me "Yea yea" because when they do something, I always clap and say "Yea yea." Barb also enjoys reading mystery novels involving food and taking winter trips to Mexico.

Rejoining TC HEIB was one of Barb's priorities because she missed seeing so many of her friends. Barb says "Over the years, HEIB has offered me wonderful personal support, professional networking, education programs and the opportunity to develop leadership skills. Hopefully I can bring to HEIB some of my new-found knowledge as a small business owner."

Congratulations on your decision to rejoin, Barb, and welcome to the group!

-Cheri Olerud

TC HEIB Brag Sheet

You'll find something old/new in this issue of *Direction*. The TC HEIB Brag Sheet is back!! Please take some time to fill this out and tell us about yourself and update us on what is new. Please fill this out and send back to Sue Tomlinson by April 1.

-Ginny Poplau

Entrepreneur's Edge

All small businesses should be lucky enough to have Barbara Jo Davis at the helm. This high-spirited, hard-working businesswoman (a term she prefers over entrepreneur) keeps her late husband's barbecue sauce a top-seller in a com-

petitive industry. Ken Davis Products currently distributes its sauce line in grocery store and food service outlets in Minnesota, North and South Dakota, Wisconsin, Iowa and Nebraska.

The success of Ken Davis Products is easy to understand when you learn more about Barbara Jo. With a chef for a father and a home economist for a mother, she was destined for a career in the food industry. After earning a degree in dietetics with a double minor in chemistry and English at Greeley's University of Northern Colorado, Barbara took a position as research dietitian for a General Mills-sponsored heart health study in Dayton, Ohio. This connection later led to a position as a home economist in General Mills' test kitchens—a job that lasted 20 years. During 18 of those years, she served as a manager.

Her career took yet another turn when she fell for Ken Davis' famous pick-up line: "I'd like you to come look at my barbecue sauce." Barbara must



Barbara Jo Davis

have liked what she saw, because she became Ken's business partner and wife.

As President of Ken Davis Products, Barbara Jo's daily responsibilities include identifying company goals and objectives, reviewing and

tracking budgets, developing recipes and writing for *Ken Davis News*, recording radio commercials, answering all consumer correspondence, developing prototypes for potential new products and cooking lunch for her staff. (Her standing joke is that she pays workers \$1.00 per day plus all they can eat.)

Barbara Jo cites responsibility as her favorite and least favorite thing about being her own boss. "The buck stops here," says Barbara. "Knowing this keeps the adrenaline flowing." She loves the fact that her staff feels like family, and she also appreciates the freedom that comes with running her own business.

Lessons learned as a businesswoman include realizing the importance of recruiting the best and the brightest. She shares Ken's words: "You don't have to be the smartest person in the world; you just have to surround yourself with smart people." Barbara Jo adds, "the second, unsaid and most important part of that is to let them do their jobs."

The success of Ken Davis Products is unarguably a result of Barbara Jo's dedication to the business. But time spent outside of work also contributes to her success. Barbara Jo has "never believed that work is the Alpha and Omega of life." Instead of marketing Ken Davis sauces nationally or internationally, Barbara Jo prefers to keep the line local to save time and energy for play. Having other interests allows her to look at business with a fresh eye. When asked to name these other interests, Barbara Jo lists jazz music and fashion as two. She's also an avid sewer, and has recently taken up beading and silk painting. Creative businesswoman that she is, Barbara Jo draws parallels between these hobbies and her work. Of jazz: "Running a business is like playing jazz: Learn the basics, then improvise." And fashion? "Fashion" is all about change; it prepares you for change in the rest of your life." She also takes great joy in her three grandchildren and is proud of her 50 years.

Community involvement is also important to Barbara Jo. "It's important to the economic health of the black community that we own our businesses," she says. Barbara Jo lives her words by being involved in Coalition for Black Development in Home Economics (advisor and past president), Metropolitan African-American Chamber of Commerce (vice-president) and the National Association for the Advancement of Colored People.

A longtime member of TC

Continued on Page 6

Entrepreneur's Edge

Continued from page 5

HEIB, Barbara Jo feels "the home economics field fills an important role in modern society." She is also a part of the International Association of Culinary Professionals; Minnesota Nutrition Council; Global Women's Network; Stairstep, Inc. and the School of extended Learning.

Advice to other entrepreneurs includes a willingness to work hard, and Barbara Jo also encourages businesswomen to "be arrogant enough to believe you can succeed in spite of the odds."

Asked whom she admires, Barbara Jo cites the "thousands, perhaps millions of black women who survived—overcame the travails of slavery...to help us become a strong people." By her own example, Barbara Jo Davis is also helping women everywhere become stronger.

-Liz Gunderson

How to Succeed in Cookbook Writing by Really Trying

What are the secrets of cookbook writing? Did you miss the October meeting? Here are some notes on what was shared.

A panel of local experts, Jackie Sheehan (Pillsbury), Diane Carlson (General Mills), Judy Crocker (Byerly's) and Ann Burckhart (free lance consultant) shared secrets at the October 30 meeting held at Sojourner's Café in St. Paul. To begin, each presenter gave a

brief history of how she worked her way into the cookbook world. While their paths varied, they all share a love for making easy-to-use cookbooks that are appreciated by their audience.

The current barrage of celebrity cookbooks begs the question, "How do companies compete?" Jackie responded that most of these "celebrities" have fairly short-term runs, citing Rosie Daley, Oprah's former chef, as an example.

Positions needing to be filled for the TC HEIB Board next year are:

Chair-elect
Secretary
Treasurer
Programs Co-Chairs
Nominations Committee
Membership Chair

All TC HEIB Board members are expected to attend scheduled Board meetings in order to vote on issues.

-Ginny Poplau

TC HEIB Board for 2002-2003

With the start of 2002, it is time to look forward to the upcoming year for TC HEIB, which means a new slate of officers. In order to give everyone adequate time to evaluate open positions for the upcoming year, the Nominations Chair, Merrilyn Tauscher and I are publishing the slate of positions that needs to be filled for 2002-2003. We would like to have volunteers for any of the following positions, or if you have suggestions for potential candidates, please contact either Merrilyn or myself by **January 11, 2002.**

Good-Bye Nancy ...

Regrettably, I must announce that our Executive Secretary, Nancy Iverson, is retiring as of June 30, 2002. On behalf of all TC HEIB members, past and present, I want to thank Nancy for her selfless and immeasur-

able contributions to our organization. Her guidance will be sorely missed. Nancy - we wish you much happiness in your next career(s)—please keep in touch!

-Ginny Poplau

Consumer Trends Forum

**Focus on the Future:
Ideas, Insights, Innovation!**

The Consumer Science Business Professionals (CSBP) group, an international organization of consumer marketing professionals, will be holding their third annual trends forum in Chicago from March 21-23, 2002. Originally scheduled for this past October, the forum was postponed until March due to the awful circumstances surrounding the events of September 11.

Past trends conferences have been highly successful and valuable, offering global trend information and networking resources for those of

us in the consumer business arena. Because TC HEIB has been asking the questions, "Are we interested in affiliating again with a national trade group?" in regard to CSBP, this could be a good opportunity to learn more about the benefits of association.

Keynote speakers for the conference include Ira Matathia, Global Director, Business Development, Euro RSCG Worldwide and Denise Fedewa, Senior Vice President/Planning Director for Leo Burnett, USA. These high

profile speakers will discuss global consumer trends, attitudes and behaviors—and how to interpret them. They will join other high caliber speakers who will touch on the role and importance of the Internet, the value of product branding, awareness of energy and environmental issues and even American housekeeping and houseware trends.

For more information on how to register, contact the **CSBP office at (503) 620-6690** or go on-line to **www.ConsumerExpert.org.**

-Lisa Golden Schroeder

How to Succeed in Cookbook Writing by Really Trying

Continued from Page 6

your audience are both important when developing recipes and cookbooks. Microwave cookbook sales exploded as more people cooked with microwaves. Today, General Mills has done slow-cooker recipes as the result of customer feedback. Diane spoke of using a local advisory panel, national e-mail panel and General Mills' employee panel to discover what customers want. Cookbook development at General Mills takes a collaborative approach. Today's cookbooks need to be easy-to-use, full of photos and tips and usually have only seven or eight ingredients. Substitutions for hard-to-find ingredients are helpful.

Byerly's has published two successful store cookbooks.

Today, while responsibilities of the store culinary specialists have changed, specialists still help customers with recipes and party planning. While many people are concerned with menu planning, Judy finds she also needs to encourage people to look at executing their events, considering issues such as food safety and refrigeration capacity. The stores now do more cross-marketing, so you'll see cookbooks, cookware and other products displayed alongside related foods at Byerly's and Lunds stores. While a new Byerly's cookbook is often talked about, there is "nothing in the works" as of yet. Judy emphasized the importance of considering how many people need to review cookbook copy before going to

print, as this affects publication timeline.

Ann has done many different recipe development and cookbook projects over the years. She distributed a copy of "Cookbooks—The Seven Steps from Idea to Distribution," a chapter from her now out-of-print book, *Writing About Food and Families, Fashion and Furnishings*. She also pointed out that while selling your talents to potential employers is essential, be sure to ask lots of questions once you get the job to avoid surprises.

What was the best secret of all? This writer would say that it's the wealth of cookbook advice available from our own Twin Cities HEIB members. But, perhaps that isn't a secret after all!

-Vicky Cherne, CFCS

Continued on Page 7

Twin Cities HEIB Meeting
Saturday, January 26, 2002
9:30am-11:15am

First Congregational Church of Minnesota
500 8th Avenue SE
Minneapolis, MN 55414
Use side entrance on 8th Avenue
Pilgrim Hall

Presenter: Sandra Swami, BS Nutrition, is a fitness specialist and nutrition educator. She has been a certified personal trainer, group fitness instructor and lifestyle and weight management consultant for over 20 years.

Topic: Aging Well: Strong Body, Sharp Mind

Come to this interactive session to get energized and educated about strength training and healthy eating...

This workshop will teach you how to counteract the effect that our modern, computer and media-driven lifestyles have had on our bodies...weakness and flab. Learn how to incorporate activities into your daily life that will strengthen your bones and joints, increase muscle tone, give you more energy, and improve your physical self esteem. Participate in simple and effective strengthening exercises using completely portable exercise tubing. Experience how these exercises can prevent or reverse osteoporosis, incontinence and help with weight loss. Take home an easy-to-follow program and the exercube so you can put your newly developed skills to use right away. Discuss a new approach to health eating that avoids calorie counting and restricting foods. Focus instead on eating to give your body the energy it needs to be active and vital.

You CAN be fit, strong, active, healthy, and eat good food too. Come find out how.

BONUS: You will receive an exercise band.

Time:

9:30am-10:00am Bagel, fruit, and coffee
10:00am-10:15am Announcements and Introductions
10:15am-11:15am Program

Directions: Over

✂

Send reservation by Monday, January 21, 2002 to:

Michelle Torno
Minnesota Beef Council
2850 Metro Drive, Suite 426
Minneapolis MN 55425
952-851-7994

COST: ____ \$10.00 Members
____ \$15.00 Guests
____ \$ 5.00 Students

☐ Check enclosed. Make checks payable to TC HEIB.

☐ Please charge my: ____ Visa ____ MasterCard

Card number _____

Expiration date _____

Signature _____

Name on credit card _____

Telephone number _____

Registration name/s: _____

Directions:

Coming from the West

take 394 East to 94 East to 35W North
Exit University Ave/4th Street Exit
Left onto 4th Street (one-way street going west)
Right onto 8th Ave, go 1 Block
Located on the east side/right side, on the corner
(you will pass by Andrew Riverside Presbyterian Church)

Coming from the South

35W North
Exit University Ave/4th Street Exit
Left onto 4th Street (one-way street going west)
Right onto 8th Ave, go 1 Block
Located on the east side/right side, on the corner
(you will pass by Andrew Riverside Presbyterian Church)

Coming from the North

35W South
Take the 4TH ST SE exit (exit number 18) towards UNIV AVE.
Turn RIGHT onto SE 4TH Street
Turn RIGHT onto SE 8TH Avenue, go 1 Block
Located on the east side/right side, on the corner
(you will pass by Andrew Riverside Presbyterian Church)

Coming from the East

Take 94 West
Exit Cedar Ave (exit #234C)
Take a right onto Cedar
Cedar turns into Washington Ave.
Take the 35W North Ramp
take the University Avenue exit and go towards 4th Street
Take a Left onto 4th Street
Take a Right onto 8th Avenue, go 1 block
Located on the east side/right side, on the corner
(you will pass by Andrew Riverside Presbyterian Church)

2002 Twin Cities Business Home Economist of the Year

It is a pleasure to provide accolades to a fellow HEIB - this is your opportunity. Please submit your suggestion for the Twin Cities Business Home Economist of the Year Award, the award recognizes one of our members who has shown leadership in business, the community, service to the local group and the home economics profession.

Over the past years, we have honored: Gwen Bacheller, Mary Bartz, Andi Bidwell, Elaine Christiansen, Marcia Copeland, Marge Ryerson, Laurel Severson, Linda Smithson, Nancy Sweet, Kelly Thompson, Sara Thoms and Lou Tiffany.

Some suggested nomination criteria are:

- Inspires others and demonstrates superior leadership
- Shows past achievement and performance
- Finds creative solutions instead of focusing on problems
- Promotes professionalism to business home economists
- Possesses integrity, competency and high standards
- Keeps the big picture in mind and is visionary
- Participates actively in the community

Take a few minutes to submit a nomination for this award. Complete the form below and include any additional information you think will help the nominating committee learn more about the contributions of the candidate.

2002 TWIN CITIES BUSINESS HOME ECONOMIST OF THE YEAR NOMINEE

I nominate _____ for the following reasons:

Optional: Submitted by _____ Phone _____

Postmark by February 15, 2002 to: Marilyn Tauscher, CFCS
17131 Creek Ridge Pass
Minnetonka MN 55345
(h) 952-934-6303
(o) 952-929-2100
e-mail: merrilyn.tauscher@lfhi.com

fold

Place
Postage
Here

Merrilyn Tauscher, CFCS
17131 Creek Ridge Pass
Minnetonka MN 55345

fold

A VOLUNTEER OPPORTUNITY

Food on Film® XI

May 15-16, 2001

Hilton Minneapolis

Join us as we begin preparing for Food on Film® XI.

The Food on Film® XI co-chairs are Nancy Iverson and Lisa Golden Schroeder.

We need board members, committee members and facilitators. By working on this seminar, board member, committee member and facilitator registration fee is

waived and you pay only food costs. Board members also have food costs waived. Let us know what area you would like to serve in.

--Nancy Iverson, phone: (612) 420-4552;

fax: (612) 420-2469; e-mail: niverson@juno.com

--Lisa Golden Schroeder, phone: 651-653-4348; fax:

651-426-0558; e-mail: lisa@foodesigns.com

COMMITTEE	RESPONSIBILITY	NEEDS
Arrangements	<i>Responsible for all food requests, hotel liaison and obtaining and working with travel agency for both speakers and attendees.</i>	Board Member
Equipment	<i>Responsible for large and small equipment and audio visual needs for speakers.</i>	Board Member 1 Committee Member
Finance	<i>Responsible for a monthly financial report, a year-end report and payment of all bills submitted to Food on Film®.</i>	Board Member
Hands-On	<i>Setting curriculum; booking instructors, facilitators; organizing day, equipment, groceries; writing curriculum notebook; communicating with all involved and coordinating plans; prepping food for workshop day; return loaned equipment.</i>	Board Member 4-6 Committee Members ? Facilitators
Hospitality	<i>Responsible for main seminar speaker's dinner, hands-on dinner, information fair, photo exhibit, restaurant guide, Chamber of Commerce info.</i>	Board Member 2 Committee Members
Program	<i>Responsible for obtaining speakers, information from speakers for brochure/notebook. Contact facilitators and pair them up to speakers.</i>	2 Board Members
Facilitators	<i>Facilitators are responsible for shuttling speakers from airport to hotel, grocery store, etc; arranging for any pre-preparation needs for speakers and small equipment that the speakers need.</i>	1 facilitator per speaker
Public Relations	<i>Submit press releases to magazines and newspapers.</i>	Board Member
Registration	<i>Responsible for printing of the brochure/notebook/directory, mailings, help at the registration desk and taking tickets at all sessions and meals. Work with administrative assistant on details to be done.</i>	2 Board Members (Admin. Sec. is one of the board mbrs) 14 Committee Members
Tours	<i>Responsible for planning tours; bus arrangements for tours; obtaining help on buses or facility, if needed.</i>	Board Member

All board members will communicate/meet monthly. Notebooks from 2001 board members are very complete on what needs to be done each month.

For further details, please contact us.

We look forward to a very successful seminar, but that can only be accomplished with your help. We look forward to working with each of you.

cut here

I will help by: _____ being a board member or _____ being on _____ committee.

Name _____ Phone: _____ (w) (h)?

Fax: _____ E-mail: _____

THANK YOU. PLEASE RETURN BY FEBRUARY 15, 2002 to:

Nancy Iverson
7227 W Fish Lake Road
Maple Grove MN 55311-2511
Fax: (612) 420-4552
E-mail: niverson@juno.com

Brag Sheet

Here's your chance to brag on behalf of a fellow HEIB! Please take a few minutes to note professional accomplishments, honors awarded or personal achievements by colleagues that you think should be recognized. Pats on the back are sometimes few and far between—as a professional support network we need to give them to each other sometimes! **Return by April 1.** Every “brag” will be printed in our May issue of *Direction*. Thank you for your time.

—The TC HEIB Board

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Place
Stamp
Here

Sue Tomlinson
6751 Brule Circle
Chanhassen MN 55317

HEIB Direction

Published by Twin Cities HEIB

May 1993

BOARD MEMBER DIRECTORY

Chairperson

Marge Ryerson, C.H.E., 330-8500

Chairperson-Elect

Lori Fox, 540-7688

Secretary

Becky Wahlund, C.H.E., 481-2124

Treasurer

Merrilyn Tauscher, C.H.E., 541-1414

Treasurer-Elect

Pat Peterson, C.H.E., 330-8359

Nominating Chairperson

Andi Bidwell, C.H.E., 330-4724

Nominating Chairperson-Elect

Maggie Gilbert, C.H.E., 330-8325

Bylaws/Parliamentarian/Legislative

Cathryn Berntson Huntsman, 894-3341

College Relations

Amy Printy, 588-1459

Community Involvement

Sarah Foley, 540-7860

Hospitality Committee

Barbara Bemlott, 540-4092

Membership Chairperson

Ginny Hoeschen, 890-5286

Membership Chairperson-Elect

Nancy A. Lilleberg, 934-3845

MHEA Liaison

Karen Blanchard, 540-2203

Newsletter Editor

Diane Carlson, 540-3082

Newsletter Publisher

Nancy Iverson, 420-4552

Professional Development

Kim Anderson, 483-9862

Public Relations

Jackie Sheehan, C.H.E., 330-7186

Advisor

Paula Zuhlsdorf, 330-2348 (M-W)

Administrative Secretary

Nancy Iverson, 420-4552

Barbara Jo Davis



If there ever was a passionate person, Barbara Jo Davis fills the bill. Her passions include increasing the number of people of color in the home economics profession, as well as networking and serving as a role model in the African-American community. Let's find out more...

Barbara Jo received a B.A. in Dietetics from the University of Northern Colorado. She also completed a hospital internship in dietetics and Research Training at the University of Iowa.

Her first job was a research dietitian for Cox Coronary Heart Institute near Dayton, Ohio. When the 3-year program funded by General Mills came to a close, it was through her contact at General Mills she learned a position had opened within the Betty Crocker Kitchens. Barbara Jo

spent the next 20 years at General Mills, of which most of her time was in management.

Barbara Jo left General Mills 5 years ago to become President of Ken Davis Products, Inc. She is now Owner/President and her role is three-pronged: to provide a "vision" and keep it alive; to provide quality barbecue sauce; and, to keep the company financially on track. Essentially, it's a one-woman operation, although there are three full-time employees. Consultants are hired on an as-needed basis to provide services such as packaging, photography, advertising, legal and accounting expertise. Barbara Jo is proud to note that her company is able to provide full benefits for its full-time employees, rather than hire several part-time employees and offer limited or no benefits.

Day to day, Barbara Jo stays in close contact with product, foodservice and commodity brokers, monitors quality control at the manufacturer, provides product development and recipe service, maintains consumer relations and coordinates in-store demos.

Besides keeping in close contact with quality control matters and the consumer, the advantage of running a small company is that "you can operate as a family and you want your family to be taken care of," says Barbara Jo.

Continued on Page 4

Upcoming HEIB Meeting Dates

May 18 Wayzata Country Club -
Wayzata, Lori Wilcox,
"Menopause"

*Have a great summer. See you in
September!*

INSIDE

Chairperson's Report	3
Community Involvement Update	5
Delegates Needed	5
Food on Film®	2
Job Opportunities	6
Nominating Process Update	3
People...People...People	5
Secretary's Report	2
TC HEIB of the Year	6

Editor's Column

Selling Your Ideas to Bosses

The next time you want management to approve an idea, you might want to consider these tips:

- **Prepare** the necessary information and be ready to share it succinctly. Be sure you've brought together related research and reactions from experts on the topic.

- **Ask yourself** if you're passionate about the idea. Be ready to communicate your convictions. Let people know why the idea is worth pursuing.

- **Seek ideas** from key executives before you present your proposal to them officially. They may offer a perspective you hadn't thought of.

- **Show managers** how the idea will pay off for them. They'll be quicker to support it.

Communications BriefingsTM
April, 1993

This is the last newsletter for the 1992-93 HEIB year. A special thanks to **Cathy Swanson** and **Diane Undis** for helping edit and proof the newsletter. Cathy Swanson will be the Newsletter Editor for 1993-94. I'd also like to thank **Mary Johnson** who submitted numerous articles throughout the year and to the following people who wrote FOCUS articles:

Amy Printy
Dianne R. McCroskey Phillips
Cindy Manwarren
Tina Marie Bain
Terry McDougall
Karen Coune'
Sally Peters
Jeanie Kozar

HAVE A GREAT SUMMER!

This newsletter has been printed on paper that can be recycled. Each issue should be recycled with your newspapers.

SEPTEMBER NEWSLETTER DEADLINE

-- Tuesday, August 10

Send articles to:

Cathy Swanson
19535 Vine Ridge Road
Shorewood, MN 55331

Editor

Diane Carlson
540-3082

Publisher

Nancy Iverson
420-4552

Committee Members

Cathy Swanson, 474-2811
Diane Undis, 540-4391

HEIB Direction

- Volume 92/93, Number 9
- Published nine times per year by Twin Cities Home Economists in Business.
- Subscription is a benefit of membership.

Secretary's Report

Wednesday April 7, 1992

- * The budget, through March 1993, was reviewed.

- * The following motion was made, seconded and carried: the Annual TC HEIB Business Meeting be held separate from the MHEA Conference and will include a focus on celebrating membership achievements.

- * The National Chairperson for the International Federation of Home Economists (IFHE) requested the TC HEIB group to become more involved in IFHE. We will review their literature and review our involvement next fall.

- * The board discussed the nominating process and determined what will be brought to the membership for a vote.

- * Scholarships were presented at the MHEA Conference.

- * Lou Tiffany was presented with the Twin Cities Business Home Economist of the Year Award at the Annual Business Meeting.

- * Press releases for the Twin Cities Business Home Economist of the Year and for the scholarship winners were distributed.

- * The entry for the PR award was submitted (the Silent Auction for the Harriet Tubman's Women's Shelter).

- * The board discussed our involvement in the sorting at Harriet Tubman Women's Shelter. We are not able to keep up with the sorting because of a lack of volunteers. We will review information and make a decision once we learn more information from the shelter as far as their level of need.

--Respectfully submitted,

Becky Wahlund
Twin Cities HEIB Secretary

Chairperson's Report



May is here and that means another HEIB year is about to wrap up. It's been a busy year and a very good one thanks to the efforts put forth by the 1992-93 HEIB Board members. I want to highlight them this month and let you know a portion of what they have done.

We hit an all time high with Student Night in October thanks to the efforts of College Relations Chair Amy Printy -- 53 students and advisors from 4 different states attended. The monthly programs and meeting places have been diverse, interesting and fun because of all the planning and organizing by Chair-elect Lori Fox. Greeting us at the monthly meetings with our name tags in tow has been Hospitality Chair Barb Bemlott. Bills have been paid promptly and an audit of the HEIB treasurer's records was completed thanks to the efforts of Treasurer Merilyn Tauscher and Treasurer-elect Pat Peterson. A Public Relations award entry highlighting the Silent Auction Fundraiser has been submitted to the national organization for consideration and results will be made known at the June HEIB Annual Meeting in Orlando. This was spearheaded by PR Chair Jackie Sheehan. The monthly newsletter has been the tool by which Professional Development Chair Kim Anderson and Legislative/Bylaws/Parliamentarian Chair Cathryn Berntson Huntsman have kept the membership informed on their respective topics. Two people who worked hard to keep tabs on the membership numbers and printing of the HEIB directory have been Membership Chair Ginny Hoeschen and Membership Chair-elect, Nancy Lilleberg. Newsletter Editor, Diane Carlson has been coordinating the articles for the "Directions" and sending it off each month in a very

timely manner. Recording the minutes of our monthly Board meetings and summarizing them for the newsletter has been our secretary, Becky Wahlund. Spending many hours on the nominating process this year and selecting the HEIB of the Year has been Nominating Chair Andi Bidwell and Nominating Chair-elect, Maggie Gilbert. Keeping us informed on national items and always ready with advice when asked has been Advisor, Paula Zuhlsdorf who not only serves on our Board but is Regional Advisor for national as well. Karen Blanchard, MHEA Liaison, has worked to keep us informed of the MHEA agenda and Sarah Foley, Community Involvement Chair, has been busy working with the staff at the Harriet Tubman Shelter to maintain our involvement there.

These are the HEIB Board "worker bees" who have made this HEIB year a very successful one. I want to express my thanks and appreciation for their willingness to serve on the HEIB Board. They have been very generous with their time and have served the membership in a very responsible way.

I also want to thank our Administrative Secretary, Nancy Iverson, who helps us with publishing the newsletters and membership directory and responds to many other secretarial requests. The efforts of the Board and Nancy have provided the services that the entire Twin Cities HEIB membership enjoys.

Having served you as Chairperson has been a real growth opportunity for me. It has broadened my knowledge of HEIB activities at the local, state and national level and has provided opportunity to interact with new people. I have enjoyed the experience and I hope others of you will consider this position in the future. May you all have a RELAXING, enjoyable summer!

--Marge Ryerson

Nominating Process Update

As you are aware, the HEIB Board has been addressing the problem the nominating committees of the past three years have been experiencing and that is the difficulty of finding members who will consent to be candidates for HEIB office. You will each be receiving a mailing in May which will provide information on the nominating process issue facing the Twin Cities HEIB group. Along with a summary of the problem, there will be an explanation of methods already put in place for the Chair-elect position which is a 3-year time commitment and the hardest office to fill as well as other changes implemented that address the problem. This mailing will also include a ballot for each member to vote on proposed changes in the nominating process.

The Board has spent a great deal of time discussing the changes and we would like each of you to be involved in decision making for your organization. Please watch for the mailing and actively participate by reading the information and mailing in your ballot. Your vote is important!

--Marge Ryerson

And The Winner Is:



Like the Academy Awards, each year we honor outstanding achievement in our field. At the 1993 MHEA Conference, the following home economists were recognized for their inspiring contributions to our profession.

Outstanding Minnesota Home Economist -- Marge Ryerson

MHEA New Achiever Award -- Vicky Cherne

MHEA Leader Award -- Lori Fox

MHEA Wiley-Berger Volunteer Service Award -- Laurel Severson



FOOD ON FILM® NEEDS YOU!!!

Planning for Food on Film® VII has begun...and we need YOU!!! Volunteers are still needed as co-chair and committee members. This is your opportunity to gain valuable leadership, management, organizational and planning experience for your resume while helping Twin Cit-

ies HEIB to raise our operating funds. Which among other things, allow us to publish our professional membership directory, maintain administrative support and actively support community involvement such as Harriet Tubman Women's Center. As a committee volun-

teer, you will receive free admission to the keynote addresses and the break-out sessions for both days of the seminar. Please contact Kelly Thompson (612) 540-4349 or Mary Ness (612) 540-3538 for further information.

Barbara Jo Davis
Continued from Page 1

"Those of us in the food industry love food," she says. She finds built-in rewards in the ever-changing business but it's "not so high-tech that you can't keep up." It's also a people industry and "you can't get any closer to a person than to what he puts in his stomach!" says Barbara Jo.

The number of people of color in the food industry excluding restaurants is negligible. Although the percentage of minorities within the population is growing, "the percentage of population in the food industry doesn't seem to be, except in finance and marketing which receive more visibility," says Barbara Jo. She is involved with the Multi-Cultural Career Advisory Network at St. Cloud State University which hopes to inspire people of color to get into industry where there are opportunities.

Professional Involvement: During the last few years, Barbara Jo has chosen to focus her efforts in two areas: the Coalition for Black Development in Home Economics and the American Home Economics Association.

As the first national president for the Black Coalition, she served for three years. Although not an official affiliate of AHEA, the group aligns their annual meeting with AHEA. Since 98% of AHEA membership is white, the main objective of the Black Coalition is to involve more people of color in the organization and prepare members to step into evolving career paths. This means involvement in university curricula along with the students and their academic preparation. The major outcome of the group has been networking. They know where the Black home economists are and where and what kind of jobs are available.

A major accomplishment of the Black Coalition is a 1 1/2 day Leadership Program, designed to reach all home economists ready to move into leadership positions. An ethnically diverse faculty is created to give "people with different ethnic, gender, age and career paths an opportunity to work together." Role-modeling is of utmost importance. There are about 20 presenters representing a cross-section of the home economics profession utilizing different effective

formats to teach 40 to 60 students. People already in positions of leadership are discouraged from participating.

Barbara Jo is the Membership Chair-Elect for AHEA, becoming Membership Chair in 1993-94. Her goals include bringing the personalized family approach to a large organization by promoting personal contact. "Lots of people are waiting to be asked rather than just being counted on to volunteer," says Barbara Jo. This will include revamping the membership structure along with incorporating changes in the dues structure. The intent is to simplify operation and provide more direction and support at the state level.

In addition, a membership outreach program is planned so that the only contact with AHEA is not just the Journal of Home Economics, but a real person calling or writing members for thoughts and tapping expertise. The focus will be a new kind of drive, going from what you can expect from AHEA to what you expect to give to AHEA.

Advise to HEIBs: "Do not choose the home economics profession unless you are dedicated to make the world a better place," says Barbara Jo. As home economists, we are taught to deal with one or more of the crises and major issues currently facing our country--hunger, nutrition, child care, family planning, housing, finance and sexuality. "If we don't believe we can make a difference we should not be in the profession," says Barbara Jo.

Community Involvement: Barbara Jo is also busy within the community networking and making sure role models are available within minority communities. She serves on the Board of Directors of The Meyerhoff Educational Internship Program which aspires to provide on-the-job training for minority students during college in their chosen profession. Although the organization was started in Minnesota, it has expanded to 22 colleges across the U.S. with the number of internships doubling every year.

The Stairstep Initiative is a new Minneapolis organization Barbara Jo recently became involved in. Initially contacted for financial support, she liked the concept so well she decided to become in-

involved and share her business expertise. By putting private industry into inner-city communities, the effort is to empower African-Americans to work effectively in the workplace through supportive guidance using village mentality--schools, churches, community centers--where people are responsible for each other. Hiring is accomplished through networking and providing training such as work values beyond the specific work tasks of the job to people who may never have had a job. The first project is a Dairy Queen scheduled to open this summer in the near North side.

On a Personal Note: Besides her deep business and professional passions, Barbara Jo claims her "three passions in life are food, fashion and jazz," which she describes as "the music that speaks to my soul." In looking back at growing up in Cheyenne, Wyoming, Barbara Jo realizes she has accomplished "things that never would have happened in those days." In junior high school, she saw her first Betty Crocker Cookbook and thought "this would be fun to do for a living." But as a little girl even before Betty Crocker, she wanted to be a fashion designer. Barbara Jo has aspired to reach those childhood dreams.

One of the most frequently asked questions after her husband, Ken, died 1 1/2 years ago was "Why would you want to run this business?" Her answer was "I know how and I believe in the product and want to see people enjoy it." If she had not stepped in, she feels one more minority-run business would have been lost. She feels it's important to keep the business in the community as a role model for African-Americans in their effort to achieve economic independence.

Barbara Jo Davis is not only an inspiration and role model in the Black community, but to Home Economists in Business as well.

--Jeanie Kozar



Community Involvement Update: Harriet Tubman Women's Shelter

Grants Received

The Campaign for Harriet Tubman Women's Shelter recently received a great boost when two major contributions were granted to the fund. The General Mills Foundation made a \$250,000 grant in support of the new shelter facility to be built in the Lyndale neighborhood. One of the factors that influenced the foundation was the participation and support of General Mills home economists and the long-term support provided by Twin Cities Home Economists in Business. In addition, Harriet Tubman Women's Shelter was granted an additional \$15,000 in support of the school prevention program.

Dr. Reatha Clark King, President and Executive Director of the foundation reported that the request for funding from Tubman was one of the most well-written and prepared that the foundation has received.

A second, larger grant of \$600,000 was made by the McKnight Foundation barely a week after the General Mills grant. This is wonderful news for the staff and volunteers at the shelter but especially important to the estimated 1,000 women and children who will benefit directly from the new facility. Congratulations to Beverly Dusso and the Development Committee on this remarkable success!

Monthly Donation Suggestion

The donation suggestion for the May 18th HEIB meeting is needles and thread. However, if you prefer to bring toiletries, stockings or towels and wash cloths, a continuing need exists for these items as well.

Sweet Adeline's Benefit Concert Planned

Did you know that Twin Cities HEIB and Twin Cities Sweet Adeline's groups both share Harriet Tubman Women's Shelter as community involvement projects?

The Sweet Adeline's are planning a benefit concert (proceeds benefiting HTWS) this summer. They are looking to HEIB members to attend the event as well as involvement and participation. They need help with selling tickets, advertising the event, acquiring door prizes and other coordinating efforts.

The concert will be held July 10, 1993 at the Assembly of God Church on 86th and Bloomington Ave, Bloomington, MN from 7:00 to 9:00 p.m. Ticket prices are not yet final but will probably be in the \$7 to \$8 range.

If you can volunteer in helping with this event, even in a small way, please call: Ms. Jo Ludington
Performance Chairperson
Sweet Adeline's
(612) 884-6417

May Sorting Night

The next sorting night at the shelter is Thursday, May 13 from about 5:00 p.m. to 7:00 or 8:00 p.m. Your help is always needed. Please plan to spend a couple of hours sorting donations. If you can help, please call Sarah Foley at 612-540-7860.

Delegates Needed for Annual Meeting

Delegates are still needed for this year's HEIB Annual Meeting in Orlando, June 23-26, 1993. The Business Meeting will be held Friday, June 25. If you are planning to attend the Annual Meeting and could be a Twin Cities HEIB delegates, please contact Marge Ryerson at (612) 330-8500 by May 20, 1993.

People...People...People Promotion

Nancy Darbut has been promoted to manage the newly formed Property and Services organization at Alliant Techsystems, formerly Honeywell Defense Systems. Nancy currently manages a group of 60 foodservice personnel. In addition to Nancy's multi-site food service responsibilities in Minneapolis and Seattle, she will manage the Government Property group in charge of contract property administration.



Colleen A. Giles
Nutrition Services Supervisor
Abbott/Northwestern Hospital
800 E. 28th Street
Minneapolis, 55407
(612) 863-4833

Home Address:
* 3525 Owasso St #303
Shoreview 55126
(612) 490-9173

Nutrition Forum

Nutrition Labeling Educational
Strategies for Minnesota
Monday, May 10, 1993
7-9 p.m.
International Diabetes Center
Auditorium, St. Louis Park
Free of charge
No reservations needed

Co-sponsored by Food and Drug Association District Office, Minnesota Nutrition Council, Inc., Minnesota Home Economics Association, Minnesota Dietetic Association and Twin City District Dietetic Association. Watch your mail for your invitation or call Rita Warren for more details at (612) 292-7000.

Job Opportunities

Freelance

A freelance home economist is needed to represent a major Minnesota turkey producer on radio and TV. The representative will support new products being introduced in 1993. Broadcast and/or public speaking experience is preferred. Some travel may be required. For more information, contact: Greg Bury, Chuck Ruhr Advertising, 612/334-8220.

Director, Consumer & Promotion

Responsible for developing/implementing statewide promotional programs for association. Bachelor's degree or equivalent work experience in marketing, food science, nutrition or agriculture. Strong writing and speaking skills. Ability to manage multiple projects plus work with others, staff, consumers and volunteers. Duties include: coordinate volunteer efforts, trade show exhibits, develop publications and lectures. Some travel required. Excellent benefits. Send cover letter, resume and salary history to: Executive Director, MN Soybean Office, 360 Pierce Avenue, Suite 110, North Mankato, MN 56003.

Hall of Fame Award

The Twin Cities HEIB group will not have an entry for the Hall of Fame Award this year. The entry form with the criteria for entry was not received by our group until March 8th and the entries were due by April 1st to National. This did not allow enough time to put together the quality of entry that we would like. The Nominating Committee recommended that no entry be sent and the board agreed.

--Andi Bidwell
Nominating Chairperson

Lou Tiffany is Named Twin Cities HEIB of the Year for 1993

Lou Tiffany, 1993 Twin Cities Home Economist in Business was presented her award at the annual business meeting on April 2nd at the Earle Brown Center. The award was an Orrefors crystal bowl on a walnut base with a plaque that is engraved:

*Lou Tiffany
Twin Cities HEIB of the Year
1992-1993*

Lou is a Personal Financial Planner at IDS Financial Services, Inc. She has been at IDS for 8 years and currently has 330 clients and manages over \$5 million in assets. Her current practice consists of individuals, families, sole proprietors and small businesses.

A graduate from the University of Wisconsin-Stout, Lou majored in Home Economics Education with a concentration in Clothing, Textiles and Design and minored in Physical Education. After graduation, Lou taught high school Home Economics for three years in Sauk Rapids, MN. In addition to teaching, she became the head coach for the basketball and cross-country teams.

From teaching, Lou moved to a position at Munsingwear, Inc. as Vassarette product manager. While there, she handled the Daywear area (an approximately \$20 million business group), travelled nationally making sales presentations to lingerie buyers at the major department stores and supervised the production schedules of lingerie manufacturing.

Lou is the current chairperson for MHEA. She has also been actively involved in our local HEIB group as Chairperson (3-year position), Parliamentarian, Membership Chairperson and with the appointed board position on Legislative/Public Affairs. Lou is also a member of the Stout University Foundation Board of Directors-Fundraising and Scholarship program.

In her spare time, Lou enjoys downhill and cross-country skiing, quilting and cross-stitchery. She helps many of the older residents in her condominium complex liquidate their estates. "This involves



Lou (sitting), (L-R) Marge Ryerson, HEIB Chair, Andi Bidwell, Paula Zuhlsdorf, Maggie Gilbert, Nominating Committee

moving some of their personal items to their new home and then selling or disposing of the final items remaining. It is a tremendous service to them and I rather enjoy rummaging through the old dusty boxes finding that one special treasure."

Lou is a "treasure" to our organization. Many of us have benefited from her leadership of both HEIB and MHEA. She has also demonstrated the wide range of career possibilities within the Home Economics profession. We are proud to honor Lou Tiffany as the Twin Cities Home Economist in Business for 1993.

--Andi Bidwell
Nominating Chairperson
Maggie Gilbert
Nominating Chairperson-Elect
Paula Zuhlsdorf
Nominating Committee

"Andi, Marge, Nominating Committee, All of HEIB--

A great big thank you. I am so appreciative of how special you have made this award. I'm so proud to be a HEIB! All of your best wishes, notes and cards are really quite overwhelming. "The Bowl" will always have a prominent and special place in my home. Again, thank you for this award.

--Lou"

Is There Any Help for Headaches?

Whether you have a two-aspirin headache or a sanity-testing migraine, the reason your head hurts is not easily understood. Recurring migraine headaches can cast a shadow over your entire life, leaving you to wonder when and where it will strike again. Painful headaches used to be considered nervous, hysterical reactions to stress, but over the past two decades they have been classified as bona fide physiological diseases. This has not only helped in advancing treatment but also makes headaches seem more respectable.

The migraine is a common, devastating chronic headache syndrome. The national Headache Foundation estimates that of the 45 million Americans who suffer from chronic, recurring headaches annually, 16 to 18 million have migraines. Women seem to get migraines at a disproportionate rate: seven women to every three men. The reason may be changing hormonal levels or a sex-linked chromosome.

Many people think that all severe headaches are migraines, which is not true. Thirteen categories of head pain exist, according to the Headache Classification Committee of the International Headache Society. The top three categories include migraines, tension-type headaches and cluster headaches. Scientists have discovered that migraines and other headaches are triggered by an imbalance or dysfunction of certain biochemical or neurotransmitters within the brain which results in the constriction of blood vessels in the head. Doctors have linked recurrent headaches to numerous triggers, including food reactions, climatic changes, hormonal imbalances, strenuous exercise, even sex. Stress still figures into discussions on the causes of headaches, but the role it plays is debatable.

While experts are still unclear about the exact causes of any given headache, they are making great strides in treatment. A headache sufferer can receive perfectly good treatment from a general practitioner but just as a heart patient fares better if he visits a cardiologist, so does a headache sufferer fare better if he receives care at a clinic specializing in headache treatment. There the doctors

are specialists and understand the nuances of headache treatment. There are two headache clinics in the Twin Cities: the Headache Clinic in Golden Valley and The Headache Institute in Minneapolis. Diagnosis at a headache clinic typically depends on a neurological analysis in conjunction with a detailed medical history; though no two doctors will necessarily treat a headache in exactly the same way. The most common course of treatment is preventative medication. Biofeedback is a distant, but respected, second. Biofeedback is a learned relaxation technique that helps prevent or stop headaches by evening out the flow of blood through vessels. The training program requires intense concentration and motivation on the part of the patient.

Headaches generally fall into a few broad categories with distinct pain patterns and triggers, although each person may experience headaches differently.

1. **COMMON MIGRAINE:** Severe, throbbing pain on one side of head, with nausea, vomiting, cold hands, dizziness, sensitivity to light and noise. Concentrates around the temple, behind ear, can switch to other side of head. Mood changes may occur days or hours before headache hits.

CLASSIC MIGRAINE: Same as above, but without preheadache mood changes. Instead, an aura (a change in visual and sensory perceptions such as flashing lights) can occur for about 30 minutes before pain starts.

CAUSES: Foods containing the chemical tyramine, such as chocolate, peanuts, aged cheese, alcohol (especially red wine). Food preservatives such as nitrites. Monosodium glutamate (MSG). Excess caffeine, extreme hunger. Change in blood-sugar level. Shift in altitude or climate. Bright or flashing lights. Birth-control pills. Cyclical fluctuations in hormone levels. Emotional stress. Heredity.

TREATMENT: Pain relievers and ice packs; rest in a quiet, dark room. For more severe attacks: prescription medication to constrict the blood vessels or anti-inflammatory agents such as ibuprofen.

PREVENTION: Avoid triggers.

Reduce stress through relaxation techniques, biofeedback, exercise, preventative drugs.

2. **CLUSTER HEADACHE:** Excruciating, steady pain on one side of head, usually concentrated around or behind one eye, experienced in groups up to several times a day for weeks or months at a time. Pain hits rapidly, often during sleep, and can last up to an hour. Ninety percent of sufferers are men.

CAUSES: Foods containing preservatives called nitrites, such as processed meats, hot dogs, sausages. Alcohol. Smoking.

TREATMENT: Breathe through oxygen mask for 10 minutes at start of headache.

PREVENTION: Daily medication to constrict the blood vessels.

3. **TENSION-TYPE HEADACHE:** Mild to moderate steady pain or pressure at top, sides and back of head, which can spread to back of neck. Can feel like a tight band encircling forehead and back of head, or like a heavy cap being pulled down on top of head.

CAUSES: Involuntary tightening of face and scalp muscles due to teeth-clenching, poor posture, muscle contraction, fatigue, stress or chronic depression.

TREATMENT: For occasional episodes: relaxation. Pain relievers such as aspirin, acetaminophen or ibuprofen. Rest. Ice packs. Hot showers to relax muscles. Coffee to dilate blood vessels.

PREVENTION: If chronic: underlying emotional problems must be treated too. Relaxation techniques, biofeedback, as well as counseling and antidepressants may be appropriate.

Headaches rarely signal serious medical problems, but sudden, excruciating pain should be checked by a physician.

Health Magazine, April 1990

--Kim Anderson
Professional Development Chair

Reconciling Finances in a Blended Family

Money often is a source of disagreement in a relationship. It becomes an even touchier subject in a blended family, when finances extend beyond the people living under the same roof to include previous spouses and stepchildren. You have to consider more people when making decisions about spending and saving money.

The best time to discuss finances is before becoming a blended family; however, later is far better than never. An open discussion of attitudes about money and financial goals can diffuse the resentment that might build from differences in style. Here are some suggestions to help blended families get on the same financial track.

Talk early. Discuss finances early on, preferably before marriage. You might want to consider a prenuptial agreement if substantial assets are involved and a partner wants to retain control over them. Don't forget to revise wills.

List assets and debts. Each partner needs to complete an inventory of assets, including real estate, savings accounts,

retirement funds, investments, insurance policies and personal property such as furniture, jewelry, cars and boats. Debts, while perhaps harder to admit, also should be listed. Include mortgages, credit card debts, personal loans, alimony and child support.

Discuss attitudes. Is one partner a saver and the other an impulse spender? How much money do you need in savings to feel comfortable? What is a reasonable amount to spend on entertainment, charities, hobbies and clothes?

How much support should be given to children and should the spouse contribute to cover their expenses? How much risk do you feel comfortable taking with investments?

Determine housekeeping procedures. How will household expenses such as housing, food and utilities be paid? How many checking accounts will you need? Insurance policies for health, life and disability might be coordinated and you may want to change your beneficiaries. Which assets do you want to hold jointly and which do you want to keep separate?

Set goals. Decide on when you want to retire and how much money you will need to save by then to live comfortably. Build a budget based on your current expenses and include the amount you need to save to reach your retirement goal.

Include children. Children should be aware of financial expectations and limitations. The extent of their involvement in financial decisions can be determined by their age and maturity.

Seek help. A neutral party -- family counselor, lawyer, financial planner -- can help negotiate solutions.

Blended families require careful and detailed discussion of money management because of the number of players involved. Early and honest disclosure of issues can prevent nasty surprises and confrontations later. No matter what the complexities involved, you can develop a strategy with which all members of your blended family can live.

--Lou Tiffany

HEB Direction

Nancy Iverson
Administrative Secretary
7227 West Fish Lake Road
Maple Grove, MN 55311

*Be kind to our environment.
Recycle this newsletter with your
newspaper.*



Barbara Jo Davis, C.H.E.
Ken Davis Products, Inc.
4210 Park Glen Road
St. Louis Park MN 55416

