

HOME

From Page 1A

comes to waiting. But this tells you how we were feeling. We sat there and didn't once say, 'Let's go.' We didn't get home until after 11 p.m. And you know what? It was worth it."

None of the business owners knows what will happen after their appearances. They've been warned that demand for their products could soar beyond their wildest imaginings.

"I don't know what could happen to me," said Michael Earp of Mukiteo, whose grandfather was a cousin to the Earp brothers. Earp and his Earp's Western Steak and Dinner Sauce already are experiencing regional business success. Add national exposure, and he's preparing for anything.

Earp's story seems made for TV. Several years ago, he found a six-page handwritten recipe for the 1800s-era sauce in an old family journal.

The recipe "had been in the family for eons," he said. He has spent years researching the ingredients to duplicate the sauce as closely as possible, down to trying to determine which variety of oregano was called for.

"We've made the product as close as humanly possible to the original," Earp said. "The original recipe called it a dinner sauce.

Local firms on shopping show

Area businesses selected for the QVC live broadcast include:

- Richter Enterprises, Lynnwood, four assorted flavoring syrups
 - Dynacco Inc., Monroe, Wonder Wipes Multi-Purpose Disposable Towels
 - Smudgy Inc., Sultan, Smudgy Window Wiper and Dashboard Duster
 - Wachlin Folk Art, Bothell, hand-painted frog dolls
 - Earp's Western Foods, Lynnwood, Earp's Western Steak and Dinner Sauce
 - Cameron Acres Farms, Lynnwood, Snuggle Quilt Kit
 - Buffalo Head Foods, Whidbey Island, BarbequeFruit Salsas
- Alternate:
■ Bottle Coddle represented by Down Home Washington, Everett

We're calling it a dipping sauce, such as for steak and for cooking." The sauce, already available through Associated Grocers and at selected restaurants, is set to go into Haggens' and Stock Market supermarkets as soon as a bottle redesign is completed, he said. Earp's experience with QVC

was different from some of the other selected businesses. QVC called him and asked him to come in. And "they've told me that if we do well — and I sure expect to — we're automatically invited back two more times."

Earp hadn't planned to court national distribution this soon. "I wanted to get Washington state squarely under my belt," he said. Nevertheless, "the best laid plans of mice and men...."

QVC's state-of-the-art mobile television studio will handle the broadcast from Seattle Center's Flag Plaza and International Fountain. The system, QVC said, includes a customized 45-foot motor coach "covered on all sides with the world's largest road map of the United States." A sophisticated tracking system allows QVC to locate the coach "anywhere on the earth within three feet."

Roland Chaiton, with Down Home Washington, a division of the Private Industry Council, probably wished he had that tracking system the February day QVC came to town to interview business owners. Down Home Washington helps small businesses in its program with marketing and took representatives of eight companies to the QVC tryouts. Unfortunately, one business owner didn't show up and Chaiton ended up making the presentation in his stead.

It turns out the owner, Corky Powell of Buffalo Head Foods on Whidbey Island, was in a serious

auto accident on his way to the interview.

Powell was not seriously hurt — and his Barbeque Fruit Salsas were the only one of the Down Home Washington's products to be selected.

Down Home didn't stop there, Chaiton said. The group pitched in with a micro-loan to make sure Buffalo Head was able to fulfill QVC's order of 1,500 sets of the salsas.

Being tapped by QVC isn't as easy as transforming Cinderella into a princess. "There was a lot of work going into this," Chaiton said.

For John Dyer of Dynacco Inc. in Monroe, the QVC appearance is a surprising twist to a well-established business. Dynacco, in business since 1980, sells industrial maintenance supplies. It first shipped its new Wonder Wipes Multi-Purpose Disposable Towels only days before showing them to QVC. The eight-inch by 11-inch towelettes remove paint, crayola marks, glues and adhesives, and clean everything from sneakers to leather. "They take off paint, yet they won't hurt your hands," he said with pride. "We're still finding out what else they'll do."

The nicest part so far for Dyer was the QVC interview process.

"It was so nice to be there and see so many people who had creativity," he said. "It sort of renews your faith in the creativity of people."

BUSINESS

'America's best' is right here

QVC to show 25 top NW products

By CAROL SMITH
PJ REPORTER

"Show me the coffee!"

Whether it's a coffee pin for your lapel, coffee beans for your slippers, or a coffee antacid to stir in your cup, Seattle is home to a variety of home-brewed entrepreneurs.

Now the rest of the country will get the chance to see some of Seattle's entrepreneurial spirit when cable TV shopping channel QVC broadcasts the winners from its nationwide search for new products June 1.

Coffee wasn't the only theme among the winners. Apples figured big as well, with apple box art T-shirts, apple crate lamps and even a company selling apple pasta. There were practical products, too, ranging from a portable awning to a spot remover.

When QVC made a recent swing through Seattle on its "Quest for America's Best" for new products, it had no idea what it was in for. More than 400 people turned out, its best response in the country.

Entrepreneurism is hot in Washington, said QVC spokesman Jonathan

Cutler in New York.

And even hotter in Seattle. Of the state's 20 winners and five alternates, 19 were from the Seattle area, including Tamer International.

The company's Coffee Tamer, a powdered antacid you add to coffee, was the brainstorm of electrical engineer Mack Gurol and his wife. They cooked it up two years ago after realizing the acid in coffee was giving them stomachaches. Now they've got a patent on their formulation and 15 employees.

John Dyer of Dynacco Inc. in Monroe has a formulation of another

See QVC, Page B6

QVC: TV lights are on NW entrepreneurs

From Page B5

kind. His Wonder Wipes Multi-Purpose Disposable Towels are pre-moistened towels that Dyer said can clean up anything from paint to nail polish. Dynacco has been in business since 1980 and has nine employees.

For Peapod Seattle, a stint on QVC won't be the company's first television exposure. Its line of slippers has been spotted on shows ranging from "Friends" to "Seinfeld." QVC will feature the company's Seattleite model, with — what else? — coffee beans on them.

And for Gavin Dickinson, QVC seemed like a natural way to reach beyond rainy Seattle for his company's line of sun products. Beachhead USA in Woodinville sells a portable

Lounge Headshade that attaches to a pool float or a lounge chair to provide a personal spot of shade.

Other winners include Soap Free Professional Spot & Stain Remover from Plus Manufacturing, Spokane; Super Splatter Shield from Whipple Enterprises, Otis Orchards; English Scone Mixes from Sticky Fingers Bakeries, Spokane; Reproduction Apple Box T-shirt from Great Grapes Sportswear, East Wenatchee.

Also Sterling Cafe Coffee Pot and Cup Pin from Jewelry Specialty Wholesalers, Bellevue; Flavoring Syrups from Richter Enterprises, Lynnwood; Gourmet Cookie Sampler from Cougar Mountain Baking Co., Seattle; Carry All Beach Towel with Pockets and Pillow from Fashion Fatale, Lynnwood; Handcrafted Apple Box Table Lamp, The Creation Station, Spokane; Handpainted Frog Doll from Wachlin Folk Art, Bothell.

And Space Needle Pen from the Space Needle Corp., Seattle; Home

and Garden Preservation Kit from GreenStreet Co., Cashmere; Earp's Western Steak Sauce by Earp's Western Foods, Lynnwood; Snuggle Quilt Kit from Cameron Acres Farms, Lynnwood; World of Barbie Video from Swell Dolls, Seattle; and Crab Casserole Stoneware Dish from SeaBear, Anacortes.

The alternates are Bottle Cuddle from Down Home Washington, Everett; Smudgy Window Wiper & Dashboard Duster, Smudgy Inc., Sultan; Soap Sampler from Brookside Soaps, Seattle; Barbeque Fruit Salsas from Buffalo Head Foods, Everett; and Apple A Day Pasta, Spread & Mixes from Canterbury Cuisine, Redmond.

And just to show entrepreneurship begets more entrepreneurship, LaWayne Foster of Shopping in Seattle — a Seattle-based show that goes via satellite to 215 markets — has added a line to his phone message urging people who didn't get picked by QVC to try his show.