

January 24, 1980

Mr. Rolfe Kennard
Pizza Show Biz
2209 West 29th St.
Topeka, Kansas 66611

RE: Billy Bob

Dear Rolfe,

Coming home on the plane, I had some ideas on Billy Bob as our birthday mascot:

- (1) I like involvement in the restaurant - i.e. everyone enjoying the birthday. There's plenty of room to put a small battery-operated P.A. system inside the Billy Bob costume. Then, the crowd can share in his antics with the birthday guest. He can say such lines as "So, you are bearly eight years old." He can introduce the bird on his guitar as the "Birthday Bird", etc. We can sell "Birthday Birds."
- (2) With the mini-P.A., he can entertain kids at shopping centers, appear at parties, etc. He will be able to, in effect, reach many people at a time - even though he is talking to one at a time.
- (3) He should wear coveralls in Pizza Show Biz colors, with Pizza Show Biz logo. He's our bear.

Promotion is going to be as important as advertising. Billy Bob and the Birthday Bird gives us plenty to build on.

Idea: Let's all give a birthday bird to
(name of person).

Crowd: Happy Bird-day (name of person).
Happy Bird-day dear (name of person).
Happy Bird-day to you.

Rolfe Kennard

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Other Ideas: Billy Bob ask little boy - "You still got any baby teeth?" Boy answers.- "I still just got this one." (Points to single tooth).-- Bear asks child question. Boy speaks low. Billy Bob says - "Speak up. I can bearly hear you."

These ideas may be a little long on puns, and they're just quickie ideas we'll have to refine.

Sincerely,



Stan Emerson
President

P.S. (I'm sending a copy of this letter to Aaron, so he can give me his input. Also, I think he might have some ideas on how the built-in mike system could alter someone's voice so Billy Bob seemed more like a special character and less like someone wearing a bear suit.)

cc: Aaron Fechter ✓
Dale Easton

SE:ck

1980 PIZZA SHOW BIZ MEMO

(Stan Emerson to Rolfe Kennard - Jan 24, 1980)

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