

# Geniuses in **FairyLand**

**E**ileen Joy Spitalny and David Kravetz refer to their extraordinary and successful business venture as “The Fairytale Journey.” Both are motivated, creative entrepreneurs who could be successful independent of one another but choose to combine and intertwine their skills and talents forming and building an awesome business. Eileen is sales and market

development, the outer world, and David is operational and strategic planning, the inner world of Fairytale Brownies.

I have known Eileen and David for about 15 years through their generous community work, ingenious promotions, and personal interactions – especially in assisting the work of the Center for the Advancement of Small Business (now renamed Spirit of Enterprise Center) I founded at Arizona State University in 1992. The center is devoted to assisting small, entrepreneurial businesses and students who are interested in starting their own businesses.

Eileen and David have simply the best interpersonal skills I have seen in my long career. Their friendship and compatibility go back to kindergarten. Their personalities are contrasting, dissimilar, yet their teamwork is symbiotic. Eileen is unassuming, tough minded yet gentle. She applies that combination in an exciting winsome manner. Her sales successes combine the word-of-mouth fame of Fairytale Brownies and her uncanny ability to convert this exposure into much wider national and international notoriety. For example, she got a call from Entertainment Tonight in July 2005 with a request to include the brownies in its gift bags at the Emmy after party hosted by People Magazine. Eileen said yes, customized a packet and Fairytale Brownies became an instant success with the stars.

“WE WANTED TO BE IN BUSINESS SINCE HIGH SCHOOL”



## a tale of sweet, sweet luxury

Her outgoing energetic manner makes her stand out in a crowd. She’s quick to give credit to employees for their tireless efforts. Her title supports her point of view: Co-Founder, Marketing and Sales Team Leader. An excellent interviewee, she has captivated the press with significant features in The Wall Street Journal, The New York Times, Reader’s Digest and other widely distributed publications, and is considered by the local press as one of the young business geniuses in Arizona. To be sure, this just wasn’t luck. She is quick to see opportunity, persistent and tenacious in her communications. Just ask the people in the media such as the Food Network, USA Today and The Wine Spectator, to name a few.

David Kravetz’s title is Co-Founder, Strategic Planning Team Leader. David seems well-suited to stay out of the external promotional venues and sales activities. He is intensely serious, curious and involved in making sure everything in the company works as it should. He is precocious, analytical and interested in how every piece of equipment and system is designed, manufactured and assembled. He often takes things apart, examines them and then reassembles! Maybe, he’s just short of being a technology geek. In his own words, “I love technology that is state of the art. I want the newest computer and the newest cell phone.” He is always seeking more efficient ways to handle the business. At the time of this interview he was deeply involved in the design and construction of their new world headquarters in Phoenix, Arizona.

David and Eileen love what they have created together at Fairytale Brownies; their product is totally intertwined with their lives. As our conversation flowed it showed how this close-knit team strategized through their product developments.

*As a team you have been successful in establishing and building your business. You are a respected national success story, with many forms of recognition and awards. I’ve known you all the years you have been building Fairytale Brownies. Over this 15-year period you have had many company-building adventures. Let’s share those with the many people who will read your story. These adventures and misadventures could help other aspiring entrepreneurs. I am grateful for this opportunity and your candor. First, your product*

“WE’VE BEEN FRIENDS SINCE KINDERGARTEN”

