



More shows, thousands celebrating.  
 Can't recall the days of taping.  
 Experience it all at Comcast Town ▶




Home Inquirer Daily News News Business Sports Entertainment Living Restaurants & Food Jobs Cars Homes Marketplace

City & Local Sports Yo! Features Columnists Opinion Photos Multimedia National News Obituaries

Subscriber Services / Get a Subscription | Join Our Team Web Search powered by YAHOO! SEARCH  Site  search

**YO! FEATURES**  

 email this  print this  reprint or license this

TEXT SIZE: **A A A A**

Welcome **Guest** | [Register](#) | [Sign In](#)

Posted on Wed, May. 6, 2009

### Success was in the cards: Ex-teacher combines her drawings, verse for a rewarding career

By HOWARD GENSLER  
 Philadelphia Daily News  
 gensleh@phillynews.com 215-854-5678

THERE'S NOTHING bigger at Mother's Day than a greeting card and there's almost no one bigger in greeting cards than Ambler's Kathy Davis.

For nearly two decades, she's built a mini-empire out of her designs and sayings and with her new book, "Scatter Joy," Davis hopes to share some of her philosophy and secrets of success.

As is often the case in one's quest for job fulfillment, Davis' career in cards happened not because of some master plan, but due to circumstance and accident.

Davis was an art teacher in elementary school who knew she was ready to take a break from teaching when she "sort of got jealous watching my students do the fun stuff."

So she took time off to start a family and to scratch her creative itch, did some freelancing and took a calligraphy class.

"Then," she said, "the unexpected happened and I went through a divorce and had to get realistic pretty quickly. Of course the obvious thing would have been to go back to teaching, but there was something deep inside that said, 'I really need to pursue my heart here.'"

Davis' big dilemma, however, was that she didn't know what her heart was telling her.

All she knew was that her new job needed to be something creative and something where she could call the shots.

While she sorted out her life, she took part-time jobs teaching night school and working at a printing company, which prepared her for her future because she learned how to produce things for reproduction.

Again, no master plan.

Davis considered doing children's books and textile design but wasn't sure which direction to go.

Then inspiration struck at Christmastime. To save money during the holidays, Davis made her own family Christmas cards and addressed them with her calligraphy.

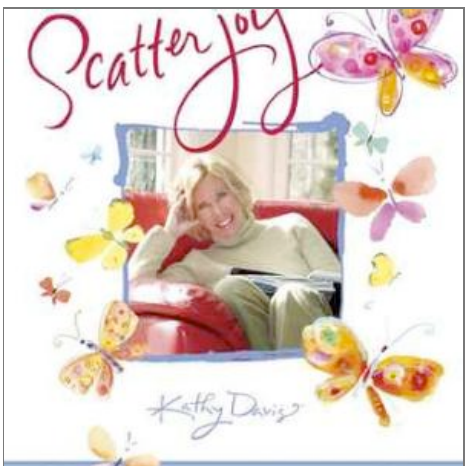
"I got such a nice response from friends and family," she said, "that I started to think, well, maybe there's something to it."

A friend of Davis' knew about trade shows, so one May they went up to Manhattan for the National Stationery Show and Davis discovered her calling.

But not immediately.

"When I walked that show at the Javitz Center," she said, laughing, "I thought, They don't need one more person doing this. I totally got intimidated."


"But I got back home and thought, Why should I let other people do it? It looks like something I might be able to try."



LIVING, GIVING, AND CREATING A LIFE YOU LOVE

Davis shares some of her philosophy in her new book.

**READER FEEDBACK**

 Post a comment

**SAVE AND SHARE**

Buzz this story.



**INTRODUCING THE BRAND NEW SANDS.**

Opening May 22 in Bethlehem, PA.



GAMBLING PROBLEM? CALL 1-800-GAMBLER.

[Advertise Here](#)

**Today's Most Viewed** **Most Emailed**

- Asante predicts Super Bowl victory
- Lito blasts the Eagles
- On Baseball: Phillies eyed a jewel in the making
- Ibanez powers Phillies sweep
- Operator of Kiddie Kollege has disappeared

» **More Most Viewed**

- Philadelphia luxury condo project heads to sheriff's sale
- It's good to stay on Black Terror's good side
- Text of Obama's Notre Dame speech
- Glenn Beck's ride to cable stardom
- PHA set to sell off 1,800 blighted properties

» **More Most Emailed**

**MOST VIEWED IN THIS SECTION**

- Atlantic City is what it has always been: Naughty
- Tattle: Phanatic charmed Jennifer Love Hewitt
- Dear Abby: A whiz kid grows impatient with her less-gifted friends
- Stars -- Horoscope
- What's happening at Shore this summer

**LATEST STORIES IN THIS SECTION**

- Dear Abby: A whiz kid grows impatient with her less-gifted friends 05/16/2009
- Music: 05/16/2009
- Stars -- Horoscope 05/16/2009
- Atlantic City is what it has always been: Naughty 05/15/2009
- Tattle: Phanatic charmed Jennifer Love Hewitt 05/15/2009  
By Howard Gensler



Such a great story about an interesting lady! Who knew that greeting cards was so lucrative?! I dig her philosophy and I dig Howard's telling of the tale.

2 comments

### Register to comment

Why are we asking you to register? We've made some changes to the Philly.com commenting system to increase the quality of the user experience and dialogue, and reduce the number of inappropriate or offensive posts. You're now required to have a registered username and account before adding a comment. This will improve the comments for everyone. We apologize for the inconvenience. **Join the conversation!**

[SIGN UP NOW](#)

### Already Registered? Sign In

Email Address

Password

[Forgot Password?](#)

[SIGN IN](#)

### Sponsored Links

**Cruise from Philadelphia 75% Off**  
Huge selection of discounted Philadelphia cruises. All cruise lines.  
[www.VacationsToGo.com](http://www.VacationsToGo.com)

**Philadelphia Audio Tours**  
Download free city tours, insider's stories, maps and photos. Start now.  
[www.soundaboutphilly.com](http://www.soundaboutphilly.com)

**Online Education for Teachers**  
Advance your career in Philadelphia public education.  
[www.college-review.net](http://www.college-review.net)

**PHILLY.COM:** [News](#) | [Sports](#) | [Business](#) | [What's Happening](#) | [Restaurants & Food](#) | [Entertainment](#) | [Living](#) | [Marketplace](#) | [Jobs](#)

**SITE SERVICES:** [Advertise on Philly.com](#) | [View print ads and special sections](#) | [Mobile Edition](#) | [The e-Inquirer](#) | [Join Our Team](#) | [News In Education](#)

**THE INQUIRER:** [News](#) | [Front Page](#) | [Sports](#) | [Business](#) | [Obituaries](#) | [Arts & Entertainment](#) | [Food, Home & Life](#) | [Health & Science](#) | [Education](#) | [Opinion](#) | [Blogs & Columns](#) | [Subscriber Services](#)

**DAILY NEWS:** [City & Local](#) | [Sports](#) | [Yo! Features](#) | [Columnists](#) | [Daily News Opinion](#) | [Photos](#) | [Multimedia](#) | [National News](#) | [Obituaries](#) | [Subscriber Services](#)

**CLASSIFIEDS:** [Jobs](#) | [Cars](#) | [Real Estate](#) | [Rentals](#) | [Marketplace](#) | [Celebrations](#)

**PARTNERS:** [Phrequency](#) | [The Trend](#) | [Active Adult Housing](#) | [Beach and Bay Homes](#) | [Homes and Living](#) | [Homes and Living - Ocean County](#) | [Communities Magazine](#) | [Employment Weekly](#) | [Taste of Philadelphia](#) | [Parade Magazine](#)

[Philadelphia Newspapers' Reorganization](#) | [About Philly.com](#) | [Contact Us](#) | [Terms of Use & Privacy Statement](#) | Copyright 2009

Latest News Feed  [RSS](#)  [MY YAHOO!](#) All RSS Feeds