



No portion of this article may be reproduced without
express written permission of Style Publishing Group, LLC.

©2007 • All rights reserved.



Style Publishing Group

P.O. Box 1676

Frisco, Texas 75034

Phone: 972.335.1181

Toll Free: 877.781.7067

Fax: 214.722.2313

E-mail: info@friscostyle.com

Web: www.friscostyle.com

Ad Sales: (972) 335-1306

Jon Christopher Davis
photo by Chris Fritchie



To Nashville and Back

By Rafael Hernandez

ITS 11:00 A.M. ON A RAINY THURSDAY morning and Jon Christopher Davis walks into this well-known local coffee shop. Wearing shorts, a loose t-shirt and an appropriately named “Lone Star Attitude” baseball cap, Mr. Davis calmly greets the staff that’s already preparing his usual order. At first glance, it was hard to believe this modest, yet candid, local country musician was the same guy who would be center stage, firing up the Love & War in Texas Grill in Grapevine, a day later. “I love country music, because of the storytelling, but I love the attitude and the angst of rock.” Tagged as alt-country, folk rocker and country rock, Mr. Davis is not interested in labels. He is a man interested in doing things on his own terms.

After spending eight years in Nashville,

where he wrote more than 20 songs for artists such as Dolly Parton, Hal Ketchum, Billy Ray Cyrus and Timothy B. Schmit of the Eagles, Bonham-native, Jon C. Davis came back to McKinney where he lives with his wife, Kelly, of 13 years and their 4-year-old daughter Claire. “Around the same time my third record deal went south, we had Claire, and I realized I wanted to raise her in Texas knowing her family. Besides, Nashville is more of an industry town. You’re there to write and record and I had an itch to play again.”

Mr. Davis had a successful run as a songwriter and producer, having landed deals with Warner Bros, Sony and MCA. But the experience proved bittersweet, he says. After three futile record releases, Mr. Davis found that his brand of music didn’t

quite fit with the safe, cookie-cutter world of Nashville’s music-making machine. There, he was labeled as ‘too Texas, too singer-songwriter’ and not safe enough for mainstream radio. “It’s a factory line,” says Mr. Davis. “They have the pros to write the songs, the pros to sing and the pros to produce this polished package. This is my record; I should have a say-so in it.”

As it turns out, Mr. Davis had the last laugh. With his new album, “Jon Christopher Davis” released by independent label Palo Duro Records, he is happy with his music. “In the indie world, I can make a record and take it on stage. And people get to decide. [There’s] no middleman getting in the way. There is something really beautiful about taking it directly to the people.” But that’s not all these southern tumbleweeds have brought his way. With several very promising entrepreneurial projects in the making, Mr. Davis has found that coming back to Texas was the right move.

The launch of three business ventures born out of song titles keep Mr. Davis plenty busy nowadays. Lone Star Attitude (LSA), which will become the largest store ever built in Terminal C at DFW International Airport, will carry an apparel and hard goods line. Much like the famed “Don’t Mess With Texas” brand, customers will be able to visit the store and purchase LSA caps, t-shirts, coffee mugs and other Texas-themed merchandise. The brand is currently positioning itself to become a chain in airports nationwide.

In the meantime, Mr. Davis is venturing into the virtual world with a startup dot.com called Baby Looks Good on You. Named after a love song Mr. Davis wrote for his wife during her pregnancy, the company offers a baby shower gift package available for purchase online.

And if all this wasn’t enough, Mr. Davis is also producing a theatre show, “Lone Star Attitude,” a 90-minute tribute celebrating the history of Texas music from the early 1900s to Norah Jones. Texas music has this unique, rich history. And with singer, songwriter, producer, father, husband and entrepreneur ...well, those are some labels Mr. Davis is very happy with.

Rafael Hernandez is a freelance writer living in Frisco.