



MAKING IT!™ DIGEST

COMPILED BY AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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SHOWCASING OTHER SMALL BUSINESS OWNERS ON TV EARNS THE 13TH EMMY NOMINATION FOR 'MAKING IT'



Producer Kimberly Holmes-Lamar, reporter Xiomara Galindo, executive producer Nelson Davis, segment producer Lecia Van Horn, and co-host Lynette Romero receiving the Best Public Affairs Series award at the 55th Annual Los Angeles area Emmy Awards in 2003.

The Academy of Television Arts & Sciences (ATAS) recently announced that **"Making It! Minority Success Stories"** received its 13th Los Angeles area Emmy nomination. The staff at Nelson Davis TV Productions is very proud to be honored in this way. We are also thrilled to be one of the most honored small business TV programs ever. The 57th Annual Los Angeles Area Emmy Awards presentation is in North Hollywood on August, 27, 2005.

During its 16 years on the air, the 13 Emmy nominations have resulted in four Emmy statues. The show has also garnered over 30 other awards from all levels of business and government. No other public affairs program with a small business focus has this history of accolades. The **'Making It!'** cameras have taken viewers into businesses created by 1000 minority entrepreneurs, to hear their success stories of dreams coming true through persistence and hard work. These men and women of all ages are the epitome of the American dream and they are important to building healthy communities.

In a recent New York Times article entitled "How to Make It? No Shortage of TV Gurus", **'Making It!'** was recognized as one of the longest running small business television shows. In fact, the show helped create the category

for programs like CNN's "The TurnAround." By licensing some of our inspiring stories for use on the Internet, **'Making It!'** also helped give birth to small business web services such as SBTv.com.

Making It! is made possible by the support of sponsor-advertisers who value the multicultural marketplace and small business community. We thank our present sponsors: **Honda, the Walt Disney Company, Boeing, Sempra Energy, Comerica Bank, Southern California Edison and McDonald's Owners.**

During the past 16 years, we've had the privilege of working with some of the best from corporate America. They include: Hilton Hotels, TRW, Toyota, Hewlett-Packard, Washington Mutual, Bank of America, Union Bank, Northrop-Grumman, Ford Motor, Blue Cross, Kaiser Permanente and ARCO.

Produced by Nelson Davis Television Productions, a minority owned company, **'Making It!'** is broadcast on KTLA in Los Angeles, KKPX in San Francisco, KSWB in San Diego and KSPX in Sacramento. It is also available on DirecTV, reaching over 10 million homes around the country.

Ten Laws of The Modern World

By Rich Karlgaard (Excerpts Taken)
Forbes Magazine

Gilder's Law: Winner's Waste.

The futurist George Gilder wrote about this a few years ago in a Forbes publication. The best business models, he said, wastes the era's cheapest resources in order to conserve the era's most expensive resources. When the steam engine became cheaper than horses, the smartest businesses used steam and spared horses. Today the cheapest resources are computer power and bandwidth. Both are getting cheaper by the year (at the pace of Moore's Law). Google is a successful business because it wastes computer power - it has some 120,000 servers powering its search engines - while it conserves its dearest resource, people. Google has fewer than 3,500 employees, yet it generates \$5 billion in (current run rate) sales.

Ogilvy's Law:

David Ogilvy gets my vote as the greatest advertising mind of the 20th century. The founder of Ogilvy & Mather (now part of WPP) left a rich legacy of ideas in his books, my favorite being *Ogilvy on Advertising*. Ogilvy wrote that whenever someone was appointed to head an office of O&M, he would give the manager a Russian nesting doll. These dolls open in the middle to reveal a smaller doll, which opens in the middle to reveal a yet smaller doll ... and so on. Inside the smallest doll would be a note from Ogilvy. It read: "If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants." Ogilvy knew in the 1950s that people make or break business. It was true then; it's truer today.

Why L.A. Companies Are Getting Smaller and Smaller

By Kate Berry (Excerpts Taken)
Los Angeles Business Journal

L.A. has lots of public companies – more than 200 of them stretching from Calabasas to Hollywood to El Segundo. Who are all these guys? Just the major force of the local economy. Some are just getting started, with less than 50 workers. Others are barely scraping by, with a string of losses. Still others are simply mature companies that happen to be public. They share one thing: smallness.

The latest Fortune 500 presents a stark

reminder of where L.A. stands among the nation's major corporations. New York, of course, has more Fortune 500 companies than any other city – 43. After that is Houston (20), Atlanta (14), Chicago (10) and Dallas (8). What about Los Angeles? Try four. That's fewer than Troy, Mich., which has five.

L.A. is just not a Fortune 500 kind of town – never has been, never will be. And there's nothing wrong with that. Southern California is the quintessential mid-market economy, and for the last decade or so, as giant players in aerospace, energy and banking started leaving town, these small-

mid-sized businesses have become the motor driving regional growth.

"It's kind of a double-edged sword," said William Barrett, Jr., vice chairman, president and chief executive of Fiduciary Trust International Inc., a unit of Franklin Templeton Cos. "The downside is that smaller companies don't have the financial resources to grow, so what happens is another successful company comes in and buys them, and suddenly they're gone. But that new money goes into the economy, the entrepreneur starts a new business and the cycle begins all over again."



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Supplier Diversity Exchange

By Jerry Rackley (Excerpts Taken)
www.itradefair.com

The goal of Supplier Diversity Exchange is to arm the corporate supplier diversity procurement professional with a portfolio of tools to develop any area of Supplier Diversity that s/he chooses -- whether it be locating an experienced diverse supplier, promoting a Prime Vendor's Tier 1 supplier diversity procurement program, promoting approved vendors within the corporation, educating prospective suppliers through an online educational forum, or simply managing the online registration by vendors intending to do business with corporations or with their Prime Vendors.

Supplier Diversity Exchange permits

buyers to search for diverse suppliers meeting specific criteria, gather necessary information about the suppliers, schedule interviews with these suppliers, and interact with them in periodical virtual trade fairs held online. Of course, the diverse suppliers can find other diverse suppliers as well to collaborate on major contracts.

www.SupplierDiversityExchange.com

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