



MINORITY SUCCESS STORIES

NEWSLETTER

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

VOLUME 15, No. 4

JULY/AUGUST 2004

GETTING OUR ATTITUDES READY

by Nelson Davis

At first, I thought it was just me who has been wrestling with an unusual number of business challenges and transitions. Some days it feels as though people and strategies are tumbling around as if being run through a Las Vegas card shuffler set on random-select. But it seems to be going on everywhere, from micro businesses to mammoths.

Have you ever in recent memory seen so many things in a state of flux or people and institutions in transition? Do things in your world feel a bit unsure or even terribly insecure? Well, get ready because I suspect there is more turbulence ahead. Several years ago author Gary Hamel warned that in this part of the new century, "change will be discontinuous and abrupt."

One real fact is that Americans are wealthier than ever. Can't you just feel the extra financial padding at your backside derived from the growing pile of home equity greenbacks? Some smart folk' feel that is a bubble about to pop while others say don't worry. At the close of 2003 our total household wealth at \$44 trillion exceeded the previous peak set in 2000 during the stock market's final roar. But somehow we still seem to be more anxious and concerned than ever. Is it the color-coded terrorist alerts and continuing chaos in the Middle East? Could this widespread queasy feeling have anything to do with the increasingly vulnerable pension plans of some major corporations? Another pertinent fact is that during the past two years, American's have been saving between 1% and 2% of our incomes. Seen another way, we've been spending nearly 99% of everything we earn. That could be one element driving

the 'squirm factor' for the baby boomers approaching their golden years.

The months before a presidential election don't seem to do much for helping our attitudes either. Surveys say that we really want to talk about health care and social security. The candidates for the major parties will likely want to talk about Iraq, jobs and each other's military service records. Calming, rational conversations about a national vision and about the necessity of delayed gratification for our country to build a solid future may not make the topic list for upcoming presidential debates. This is just another item on the list of things we need to get ready for.

Perhaps the ultimate answer as to why so many things feel unsettled at the same time is a national case of 'unguided attitude.' If nobody helps us 'upgrade and uplift' our thinking, it usually slides toward the negative. You may already know my feelings about the negative and fear-inducing machine that much of our media has become. It's no wonder that the most recent Gallup poll showed 65 percent of the respondents saying that they feel the economy is "fair" or "poor."

William Shakespeare wrote "Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt." Yes, it is about our attitudes. Of course there are some practical steps we can take to get ready for the continuing challenges and transitions. One of the best ways to get ready is to actively help shape what happens. If you feel strongly about the direction of our state and country, there is no more important time to participate in the political process regardless of your party affiliations. Do you fear that much higher interest rates will follow the presidential

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MAKING IT!™ compiles news and information for and about small business from various sources into one place!

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election? Clean up your balance sheet and convert variable rate borrowings to fixed rate instruments where possible. Since having good people is the key to any sustained business success, set up a mechanism to meet potential hires even when you don't yet need them. Consider that some changes are fundamental, such as the era of cheap oil and natural gas being over. How do you plan to get ready to deal with the long-term impact?

Back to Shakespeare, "There is nothing either good or bad but thinking makes it so." Perhaps more than at any time in recent history it is time to check and adjust our attitudes. You need to get ready... for the sake of your family, your business and your community.



BITS N' BYTES

DVD - A GOOD PLACE TO BE

The simple fact is that video continues to become more important as a communications tool, especially for corporate America. **Nelson Davis TV Productions** has joined forces with **Aces TV** principal **Sonia Alvarado** to produce new video products for **Cisco** and **ChevronTexaco**. Both companies have active Vendor Development programs and decided that telling important parts of their story with video would help their outreach and

internal understanding of what they do. Thanks to **Denise Coley** at **Cisco** and **Audrey Goins-Brichi** of **ChevronTexaco** for embracing new ways to communicate.

A FLOWER GROWS

About 18 years ago, **Nelson Davis** met the mother of a 5 year old playing around a swimming pool in Palm Springs



who said she was starting an advertising agency. Her name is **Carol H. Williams**, and she did open an ad shop in Oakland (which is not exactly famous as a center of west coast agencies).

Now representing clients such as **Washington Mutual** and **General Motors** in the African American marketplace, **Carol H. Williams Advertising** has grown to 100 employees and was recently recognized by *Black Enterprise Magazine* as the top agency in the country. Congratulations to Carol & her team!

CUT OUT FOR YOUR FRIDGE!



"Golf is not a game of great shots. It's a game of the most misses. The people who win make the smallest mistakes."

-Gene Littler

"If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away."

-Henry David Thoreau (1817-1862)

"I would rather try to persuade a man to go along, because once I persuade him he will stick. If I scare him, he will stay just as long as he is scared, and then he is gone."

-General Dwight Eisenhower

For more inspiration, visit us at www.MakingItTV.com

THE BASICS OF NETWORKING

by **Crystal Murphy**

"It's not what you know, but who you know." The extension of that could be "How do you know who you know?" Networking is essential for getting ahead in business and can make career advancement much smoother. But even if you're a networking pro, everyone can still find ways to improve their networking skills by simply remembering the basics:

- *You give; you get. If you see someone standing alone, approach them and engage them by asking them questions about who they are, what they do, even what their hobbies are. Establishing rapport is always important, not to mention always asking for a business card as well as having a supply of your own. Mark their card with the date and any pertinent information to place in your database.*
- *Exude confidence but don't forget to show real interest in the other person. As much as you want to highlight your success, too much "me" talk labels you as shallow and an opportunist. Remember that it's about sharing information and opportunities. You'll have to score your real points by creative followup.*
- *Try carrying a conversation starter such as a book, or a DVD. That will also make you feel less self-conscious (if you're the shy, nervous type).*
- *If the conversation lulls, move on. If its not working for them, its not working for you. Find someone else to meet, graciously make your exit and continue mingling.*
- *You can even network without leaving the office! Sites such as www.businessnetworkcafe.com offer business networking for entrepreneurs and corporate professionals alike.*

No matter your networking style, keep in mind your primary goals. It may help to keep with you an index card of written goals you hope to accomplish. It can help you stay on track, tell your story precisely and meet people who may go from acquaintance to future business partner!

MBE MAGAZINE CELEBRATES ITS 20TH ANNIVERSARY

MAKING IT! salutes MBE magazine for 20 years of covering *Minority Business Entrepreneurs!* Ginger Conrad, publisher and founder of **MBE (Minority Business Entrepreneur) magazine** has been a guest on our show and provided our viewers with interesting insights on entrepreneurship.

"When I founded MBE magazine 20 years ago with the credo to 'inform, educate and inspire' minority and women business owners, I thought that diversity would be a dead issue by now. But continuing discrimination demands continuing coverage of the issues. And we want to be sure our readers are aware of the many business opportunities presented through diversity initiatives," says Ginger.

MBE magazine is published bi-monthly and serves as a nationwide forum for minority & women business owners, corporations and government agencies concerned with minority enterprise development.



A FORMER MAKING IT! GUEST CALLS IN...

Although it has been several years since **Tara Townes** of **Lulu's Play School** appeared on **MAKING IT!**, Tara recently called our office with an update.

"After my appearance on MAKING IT! aired, several parents called right away & wanted to enroll their children in my school. Also, several members of the community contacted me to offer their support to my business (by way of equipment for the school)."

Since the episode aired, Tara has moved to the East Coast, settling in New Jersey.

WHAT'S COMING UP ON 'MAKING IT!'

7/25/2004: MAKING IT! (MANUFACTURING)

Lynda Nishimoto Lax (www.pulpstudio.com) and her husband, **Bernard Lax** took the lessons they learned from working in the apparel industry and applied them to the foundation of **PULP STUDIO, INC.**, a glass manufacturing company, in 1995. The company was created through their own search to make a construction deadline on their own home. Realizing there could be a niche to be filled, they

started in their basement, finances coming out of their pockets. They learned everything from the ground up and grew into a new location, but a devastating fire burned their new building to the ground. But the two never gave up and they eventually recovered from the loss.

Phillip Ramos Jr. (www.philatron.com) had a difficult youth, but his faith and determination allowed him to beat the odds. After years of working in the manufacturing industry, Phillip decided to branch out on his own. His company, **PHILATRON INTERNATIONAL**, opened its doors in 1974 specializing in manufacturing electronic wire, cable and hoses. He was selling bundles of wire out of his garage. Getting business was hard, but the company eventually found its niche – to focus on custom-made products. But the company struggled again and developing new products and patenting them turned the business around. Phillip's company has come a long way, including moving from a meager factory to a space that covers 100,000 square feet.



8/29/2004: BUSINESS WITH BOEING

Carlo Moyano (www.jcmcorp.com) moved with his family from Argentina when he was 8 years old. Carlo's father, **Jose**, used the "American Dream" as inspiration, Jose and Carlo created **JCM ENGINEERING**, a manufacturer of precision machine components and assemblies for the aerospace, defense and commercial airline industries. In 1991, Jose retired. Carlo decided to expand the business and further its manufacturing capabilities beyond the aerospace industry. Today, JCM is run out of a state-of-the-art facility in Ontario, CA and recently received the prestigious Boeing "Supplier of the Year" Award.

Brothers **Buu** and **Tu Van Vo** (www.btlmachine.com) came to the U.S. after escaping Vietnam in 1980. After moving around the country, going to school and working in various manufacturing companies, they decided to start **BTL MACHINE** with \$30,000 of their combined savings. They initially built bike parts but later researched the aerospace industry while attempting to diversify their business. They won a bid with Boeing thanks to their company's quality and precision. Today BTL Machine employs 37 people and revenues are \$7.7 million. Recently, BTL won Boeing's "Bronze" Supplier Award.

Studio Guest **Norma Clayton** (www.boeing.com), V.P., Supplier Management, Boeing Integrated Defense Systems shares some information on how your company can do business with Boeing.



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CALENDAR OF EVENTS

For a complete calendar listing, visit our website at www.MakingItTV.com

'EMPOWERMENT: BUILDING ON THE CIVIL RIGHTS MOVEMENT' 2004 NATIONAL URBAN LEAGUE CONFERENCE

Where: Detroit, MI
Date: July 21-25, 2004
Contact: www.nul.org or 800-263-9926

WOMEN'S LEADERSHIP EXCHANGE CONFERENCE

Where: Long Beach, CA (Hyatt Regency)
Date: August 3, 2004
Contact: www.womensleadershipexchange.com
or 888-937-5800

'LEADING AND MOTIVATING EMPLOYEES' BY UCLA EXTENSION

Where: Los Angeles, CA
Date: July 30, 2004
Contact: www.uclaextension.org or 310-825-2012

CALIFORNIA BLACK CHAMBER OF COMMERCE 9TH STATEWIDE BUSINESS CONVENTION

Where: Long Beach, CA (Hilton Long Beach)
Date: August 18-20, 2004
Contact: www.calbcc.org

'MAKING IT!' is California's #1 Small Business TV Show

Where can you see 'MAKING IT!' in your area?

LOS ANGELES KTLA - Ch. 5 Sundays 6:30 am	SAN DIEGO KSWB - Ch. 5 Sundays 5:30 am	SACRAMENTO KSPX - Ch. 29 Saturdays 6:30 am	SAN FRANCISCO KKPX - Ch. 16 Saturdays 6:30 am
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'MAKING IT!' MINORITY SUCCESS STORIES

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15 YEARS OF

