



MINORITY SUCCESS STORIES

MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

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IT'S A 'CON' GAME

Formula One auto racing happens to be a passionate sports interest of mine. About 12 years ago, the McLaren F1 team enlisted Michael Andretti (son of Mario) as a driver to promote American interest in the sport. He was paired with Ayrton Senna, who became a three times World Champion and one of the all time great drivers in the heady world of F1 racing. Ultimately the young Andretti failed at the challenge of moving up from Indy Car racing. One sentence from an interview may point to the cause. Asked why he wasn't performing at a level closer to team expectations or matching his very talented teammate he replied, "Senna carries a lot of speed into the corners because he knows the car will stick for him." In other words, Ayrton Senna not only had a formidable portfolio of skills; he also possessed great confidence. Here we have two people with special abilities placed in similar competition

cars. One is supremely confident and the other one is not. One of them became a legend and the other was sent home. The *Chicken or Egg* question is "Do people succeed because they are confident or are they confident because they succeed?"

"Confidence" is the title of a fascinating new book from Rosabeth Moss Kanter a professor at the Harvard Business School and a management consultant. She argues that confidence is more than a frame of mind or an attitude. According to her it is the secret ingredient that is the difference between winners and losers. The pure psychology of confidence and success is a subject far too deep for the limited space I have here and for my grasp of the human mind, but perhaps understanding even a little of it will help us to become better business people in 2005.

I like to refer to one branch of the confidence game as "The Theory of Positive Naiveté." At age 24 I was partnered with three other people in a Submarine Sandwich shop which quickly went under. Riding on the confidence that came from a very real lack of business knowledge, two of us started a similar business one-year later in another city and it quickly grew to two locations. Our confidence, which some people called stupidity, came from simply being so naïve that we didn't know about all the obstacles.

In fact, Professor Kanter interviewed hundreds of athletes and business people at various points in the cycle of victory and defeat. Her core finding is that contrary to popular belief; confidence is built on the collective momentum of a series of interdependent habits. Her analysis sees confidence

as the result of a network of influences, not as the product of a singularly strong psyche.

How can you, like successful people in all fields, keep confidence in your life while dining on daily doses of rejection? After all, too much confidence can lead to arrogance, which puts us on the path to failure. Of course the conundrum is that lack of confidence can do the same thing. The professor says that how we process and respond to failure is an important marker for potential success as well as a building block for a confident attitude.

What I've learned from the hundreds of business owners profiled on Making It! is that the superstars in any field are the ones who work hardest to develop and polish their skills. Confidence, work and success are not just neighbors, they live in the same house! Your deep-seated belief in a particular outcome can have an enormous effect on how things unfold. William Shakespeare wrote of this; "Our doubts are traitors, and make us lose the good we oft might win, by fearing to attempt."

Kanter has the final thought when she writes, "The difference between success and failure is often how long people give it before they give up." We all have those days when no one is saying yes to our proposals or applauding our smart thinking. There are many times when we don't seem to have a booster or mentor in sight. Sometimes, confidence is the only high-octane fuel we have to keep us moving forward.

by Nelson Davis
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THE MAKING IT!™ DIGEST

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

The 'MAKING IT!' Newsletter can now be seen online & downloaded at www.MakingItTV.com



WELCOME BACK

The entire Making It! staff is thrilled and honored to welcome back The Walt Disney Company as a valued sponsor. In the coming months, we will be working with Disney to help further their Supplier Diversity and Development initiatives.



Bill Patrizio

Thanks to the executives that made this possible:

Bill Patrizio, Senior VP
Strategic Sourcing and Procurement

Arnice Lamb, Manager
Supplier Diversity
Corporate/Consumer Products/
Entertainment

DeLynne Ano, Senior Manager
Media Networks

Freddy Salazar, Manager
M/WBE Programs Theme Parks &
Resorts

HOW SWEET IT IS

March 11th of 2005 will mark the sixteenth anniversary of Making It! and doesn't our sixteenth birthday deserve a "Sweet 16" party? In March, we'll be gathering a sparkling and diverse group of personalities from the small and large business communities to help us celebrate. We'll also be commemorating the late Larry McCormick's fourteen years of work on the show as well as introducing Emmett Miller as the new co-host.

MY SMALL BUSINESS DIARY: Part 2

By: Brienne Nakagawa

College student starts a business, with her sister, while still in school.

(Part 1 can be found in the November/December 2004 Making It! Newsletter available at www.MakingItTV.com)

According to my family, I was always the budding entrepreneur. I was the girl trying to sell things to her friends in grade school like decorated pens. I even charged my grandmother while we were playing pretend beauty parlor.

So with selling in mind, I went to a local pet store my sister and I frequent and asked if they were interested in adding a new product. After seeing the hair clips we designed, they gladly agreed. Today, they are still one of our vendors.

Our company is almost a year old and we supply various stores in the Los Angeles area. We are always trying to expand. I try to

work on acquiring new vendors whenever I have a spare moment, even using my vacation in Hawaii to meet with vendors. Recently we have taken part in several events, such as the Bow Wow Ween at the Barrington Dog Park in Brentwood, CA and the annual craft fair at Sony Studios. Within the first few months of starting this business, I learned a few key lessons.

When other people set goals for you, take them seriously. Always try to meet and exceed them. My mother thought we were crazy, and challenged me to get four stores within the year to sell our products. We promptly took that challenge and accomplished it in two weeks. The second lesson is to really believe in what you are doing and be willing to work hard for it. There is no greater fulfillment than seeing progress. The third is do your research. Whether it is the internet or the phone book, make the effort to find your target audience and then always be up for the challenge of telling *them* why they want your product.

BUILDING YOUR PERSONAL BRAND

By: Howard Lim

How do entrepreneurs tackle the challenges of branding, a much overlooked area in small business? You're probably thinking your operation is too small to create a brand and that this strategy is reserved for big businesses. Think again. It's essential and achievable. You may be familiar with the names Microsoft, McDonald's, and Martha Stewart. All of these companies started out as small businesses that were modeled after an individual. Your brand will differentiate you from your competition and give your business a clear vision. Your brand is not a logo. Your brand is YOU.

Building your business around your brand enables you to obtain the highest level of satisfaction and fulfillment from your hard work. The first and most important step in brand building involves uncovering your unique promise of value.

That promise helps you to identify what is truly important to you, what makes you unique and what values will drive your business decisions. Understanding your true personal brand enables you to stay on target with your business and make strategic and tactical decisions that are consistent with your values, your passions, and your goals.

Here are some steps to using your personal brand to build your business:

- Document your vision, purpose, values, and passion
- Be clear about goals
- Understand your customers and competitors
- Define your unique promise of value
- Document your brand message and include it in all communications
- Be consistent with your message

Upcoming Shows:

Home-Based Business

Cynthia Tucker comes from a long time of family entrepreneurs. See how her company, **Ladybug Productions**, specializes in the planning and coordination of social events.

Shani Chen suffered from a serious skin disease when she first moved to California. Watch as she tells of how she took her home-made cure and made **Oshune Body Care**, a unique line of body products.



Entertainment Enterprises

Albert Torres Productions specializes in Latin entertainment. See how this promoter-salsa dancer, along with his wife, grew their personal interest to an international pastime.

Will Griffin, Lathan Simmons Media Group, gives exposure to minority filmmakers. Watch as he works with some of the biggest names in entertainment including Russell Simmons.



NEW SEGMENT PRODUCER JOINS MAKING IT!



Originally from Milwaukee, Wisconsin, Phaylen Abdullah attended Howard University and earned a degree in film. Upon graduation, he moved to Los Angeles to pursue a career in entertainment as a writer and producer.

His first break was as a production assistant at BET for the show "Comic View." This opened the doors to work on on-air promotions for FX, The Disney Channel, Columbia-Tristar, and Polygram Television.

In his spare time, Phaylen likes watching movies and continues to write screenplays. He is also involved in the community, participating in many organizations including the juvenile court system.

Phaylen currently lives in central Los Angeles with his wife, Melina and daughter, Thandiwe.

Build your 'MAKING IT!' video library at www.MakingItTV.com

BRANCHING OUT

Over the years, several of our advertisers asked if Nelson Davis TV Productions would consider producing non-broadcast video for them. Usually, we declined. But, this past year, we have accepted two projects to determine if they could be integrated with our regular work while maintaining very high standards in both categories. We are delighted with the results of the video projects we've produced for Cisco and Chevron-Texaco.

The secret was to collaborate with an award winning ex-producer of Making It!, Sonia Alvarado. She and her sister Sandra (Aces-TV) have done a wonderful job shooting and editing the video for distribution as DVDs. The photos you see here are from a shoot at Cisco's headquarters in San Jose this past December.

If you want award winning experience and production value for a video project, contact Nelson Davis at 323-460-5253 or nelson@MakingItTV.com



TOP: Left to Right: Sonia Alvarado, Denise Coley (CISCO Sr. Mgr. Supplier Diversity), Rick Timmins (CISCO VP of Finance), and Sandra Alvarado.

BOTTOM: A behind-the-scenes look at Aces-TV at work, preparing for a meeting scene.

CUT OUT FOR YOUR FRIDGE!

Secrets of Success

"If I lost confidence in myself, I'd have the universe against me."

-Ralph Waldo Emerson

"Do or do not. There is no try."

-Yoda (Star Wars)

"We know accurately only when we know little, with knowledge, doubt increases."

-Johann Wolfgang Von Goethe

Hear "Secrets of Success" Streaming Audio at: www.MakingItTV.com



CALENDAR OF EVENTS

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

ICG GROWTH BUSINESS SEMINAR INVENTORY CAPITAL GROUP INC.

Where: Los Angeles, CA
Date: January 21, 2005
Contact: (310) 447-6309, www.icg.us/growthbusiness

SMALL LOAN FAIR US SMALL BUSINESS ADMINISTRATION

Where: Garden Grove, CA
Date: January 26, 2005
Contact: (714) 550-7420 vickie.reynolds@sba.gov

LEGAL STRUCTURES FOR YOUR SMALL BUSINESS SBA/SCORE

Where: San Francisco, CA
Date: February 2, 2005
Contact: (415) 744-6771 gary.marshall@sba.gov

WBCC—FINANCIAL FORUM WOMEN'S BUSINESS CENTER OF CALIFORNIA

Where: San Diego, CA
Date: February 17, 2005
Contact: (619) 563-7118 www.wbcc.natuniv.edu

'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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16 YEARS OF

