



MINORITY SUCCESS STORIES

MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

NEWSLETTER

WWW.MAKINGITTV.COM

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No Idiots Allowed

by Nelson Davis
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Why do the entertainment media and much of the mainstream press continue to depict business owners as misguided, insensitive and even sleazy, people? We also see an equally empty approach which is talking about their private-jet lifestyles while passing over any real insights on how those people got there. They would have us believe that too many business owners are simply lucky idiots.

Last year, with great expectations I went to see the Oscar nominated movie "The Aviator", looking forward to seeing the story of one of America's legendary businessmen, the late Howard Hughes in action. I began reading about him in my high school days and admired many of the bold business moves that his legend was built on. Surprise, the film worked hard to avoid telling us anything about the reasons we knew Hughes' name in the first place, his ability to launch business ideas, attract capable executives and make money! Yes, his romantic relationship including Katharine Hepburn was interesting, but not reason enough for me to brave bad popcorn at the local multiplex.

This phenomenon was on display if you watched a recent TV biography of another of my heroes, Thomas Alva Edison. The fabled Menlo Park inventor is depicted as a cranky, sleepless and nearly deaf inventor toiling over his seven hundredth failure with the incandescent light bulb. In reality he was also a very sharp businessman and ferocious competitor who was feared by many. The company we now know as GE started in the late

1800s as Edison General Electric. Hollywood was born because early movie makers wanted to get far away from Edison's harsh enforcement of his patent claims on many of the tools of film making. Southern California not only had more sunshine than New Jersey, it was beyond Edison's easy reach in 1909. He was an inventor...yes, but to an even greater degree a resourceful, successful and wealthy businessman. The image of a doddering old man in a lab coat was nowhere near the full picture.

Are the writers and directors afraid to tell viewers that America and many of our country's great institutions were built by its business minds? Can't they acknowledge that some of our most colorful historical characters made lots of money and had fun doing it? Do they even understand what it takes? It's as if having money, and its trappings, is glamorous, but earning it is a subject of no interest or value to most of us. You may recall that we were given only a vague idea of how J.R. Ewing of "Dallas" became wealthy, but we had a front row seat on all of his neuroses and shenanigans. Should we look forward to a show titled "Desperate Businesspeople"?

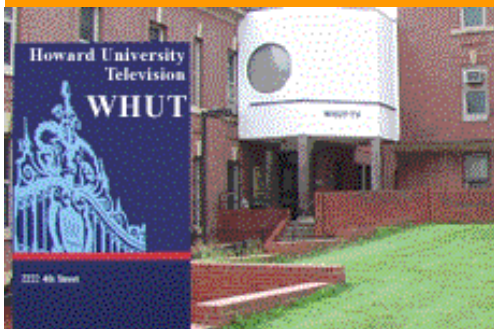
When Howard Hughes sold his interest in Trans World Airlines (TWA) in 1966, he received a check for over *half a billion dollars*. Despite the fact that his eccentricities were growing and he was forced to sell the airline, \$500 million checks generally aren't made out to idiots just wandering through life. The web of companies and entities he created including the vaunted medical research foundation was complicated enough to please a chess grand master. Hughes saw glitter and opportunity in the desert around Las Vegas long before corporate America. There were interesting reasons that he was the

world's richest man when he died. From the nine hundred stories of entrepreneurs that we've told on *MAKING IT!* I know that major drama and human interest are often part of their lives. Any experienced business owner has a compelling story about their "near death" experience as well as exhilarating triumphs. I think that the multi-dimensional 'real' lives of great entrepreneurs can be fascinating and instructional for the rest of us. Most media does nothing to help Americans understand the nature and importance of business achievement or the true character of entrepreneurs. Most of them aren't cartoon characters or idiots. It is my belief that if we are taught the skills necessary to plan a business, that same ability can be used to plan a productive life. A strong business plan is a great metaphor for a strong life plan for you and your entire family. I just wish that film makers and journalists would let more people in on the secret.

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



MAKING IT! GOES TO WASHINGTON

Sending California's success stories to our Nation's Capital through Howard University

Making It! is proud to announce our partnership with Howard University Television (WHUT). As the first African-American owned and operated non-commercial television station in the United States, the station is the principal channel for diverse programming in the Washington, D.C. metro area. WHUT broadcasts more than 3,500 hours of public affairs and educational programming per year. The stations has won 11 Emmys and 8 CEBA (Communications Excellence to Black audiences) Awards.

Making It! can be seen Friday nights at 8:30pm on WHUT Channel 32.

MDE GRADUATION

Nelson Davis Productions is currently involved in producing a DVD yearbook for a class of entrepreneurs. Management Development for Entrepreneurs (MDE) is a program being offered by UCLA's Anderson School of Management.



Program Chair & Associate Dean, Dr. Al Osborne (pictured above) heads this exciting and intense program that helps sharpen the skills of existing business owners. Cisco and Chevron-Texaco are among the sponsors. On May 13th, Nelson Davis is also the Master of Ceremonies for this MDE Graduation at the Four Seasons Hotel in San Francisco. This is the second year in a row that Nelson Davis Productions has been involved with this program.

An end of an era. Since Part 3 of My Small Business Diary, many things have changed in my world. First, I resigned as the part-time marketing assistant at Nelson Davis Television Productions to pursue a full-time position at an entertainment advertising company. And though officially done with school, I will be participating in my graduation ceremony and close the door to my college career.

Now that I am part of the workforce, it is difficult to find time to devote to my business Nani Clips. Trying to juggle ten hour work days with all of my other responsibilities had put the business on the backburner.

Still, Nani Clips is doing reasonably well but I hope to put more time into the business that I love. We were able to obtain orders and re-orders from our retailers and just recently, we were able to update our website with new items.

Though Nani Clips is more like a project than a full fledged business, I truly want this endeavor to be my livelihood. I always thought that after finishing college, I would work part-time so I can devote more energy and resources to the business. But circumstances and situations change and I have learned to roll with the changes.

So what have I learned while I was at school, NDTP and running Nani Clips? I learned that it takes time to succeed. I learned that you need perseverance to accomplish any task. I learned that running a small business is not easy but if you want to succeed, you must be completely devoted to it.

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

(Parts 1, 2 & 3 can be found in the Newsletter section available at www.MakingItTV.com)

6 STEPS TO ACHIEVING YOUR GOALS

By: Howard Lim

Do you remember what your New Year's resolutions were for 2005? For many, they were minor goals like shed a few holiday pounds, read more books, quit smoking, remodel the kitchen. It has been five months since these goals were set. How many of us succeeded in fulfilling these minor goals?

Your business goals like your New Year's resolutions might be vague and set hastily. Goals like "I want to double my profits" or "I want to expand to different markets" sound great but to achieve these marks, you must plan. You must also be very clear.

Here are some tips on goal setting that can be applied to your business as well as your everyday life. Using these tips, you *can* double your profits or simply shed those few holiday pounds.

Write goals down: this essential step crystallizes them and gives them force.

State each goal as a positive statement: Express your goals positively - 'Execute this technique well' is a much better goal than 'Don't make this stupid mistake'

Be precise: Set a precise goal, putting

in dates, times and amounts so that you can measure achievement. If you do this, you will know exactly when you have achieved the goal, and can take complete satisfaction from having achieved it.

Set priorities: When you have several goals, give each a priority number. This helps you to avoid feeling overwhelmed by too many goals, and helps to direct your attention to the most important ones.

Keep operational goals small: Keep the low-level goals you are working towards small and achievable. If a goal is too large, then it can seem that you are not making progress towards it. Keeping goals small and incremental gives more opportunities for reward. Derive today's goals from larger ones.

Set performance goals, not outcome goals: You should take care to set goals over which you have as much control as possible. There is nothing more dispiriting than failing to achieve a personal goal for reasons beyond your control. If you base your goals on personal performance, then you can keep control over the achievement of your goals and draw satisfaction from them.

Sponsor Profile

It is with great pleasure that we introduce Comerica Bank as the newest Making It! Sponsor.

Comerica Incorporated (NYSE: CMA) is a financial services company headquartered in Detroit. Comerica's approximately 11,000 employees focus on relationships, and helping people and businesses be successful. Comerica Bank locations can be found in Michigan, California, Texas and Florida, with select businesses operating in several other states.

In California, Comerica serves the following key markets: San Francisco, San Jose, Los Angeles, Orange County, San Diego, Fresno, Sacramento and Santa Cruz/Monterey.

Comerica is the 7th largest SBA 7(a) lender in the nation and among the top 20 banking companies in small business loans. The company was also ranked

#34 among the DiversityInc "Top 50 Companies for Diversity".

The services Comerica offers are Business Banking, Small Business & Personal Financial Services, and Wealth & Institutional Management.

"Comerica is a leading business bank, providing financing to businesses throughout California and the nation. With our experience, we recognize the vitality, creativity and energy that entrepreneurs bring to our economy and communities. In particular, Comerica is committed to expanding the opportunities for minority businesses. A diverse business community reflects the population and can better serve them. Comerica is proud to support the Making It! television program, and the stories it broadcasts – which inspire and motivate current and future entrepreneurs to aspire to greater success."
-Tad Malone, Senior Vice President



We listen. We understand. We make it work.®

www.comerica.com



Tad Malone, Senior Vice President/ Marketing Manager - Western Division Corporate Marketing

Karen Paz, Vice President/Marketing Manager - Western Division Corporate Marketing

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

Upcoming Shows:

Franchising

After overcoming struggles with financing, Ella Avery-Smothers opened her first Burger King franchise. Despite being in a tough neighborhood and enduring a flurry of legal setbacks, Ella continued to push forward and opened 7 additional stores.



Brothers Angel & Willie Banos learned a hard business lesson when they closed their family's shoe manufacturing business. They later teamed up with Gold's Gym. Their insights about customizing each location have helped them to successfully open 2 more facilities.

Straight From the Streets

Making It! will dedicate two segments of the show to one amazing entrepreneur. Johnel Langerston started his Hip-Hop marketing company, PHATEFX, after overcoming major obstacles. He was a convicted felon and barely able to read. Johnel rehabilitated himself and turned his experiences, on the streets, into building a new life and a new business. You'll see how he went from a drug kingpin to a marketing mastermind and philanthropist.



CUT OUT FOR YOUR FRIDGE!



"We talk all the time about how this cycle is going to be different from the last cycle, but whether rates are going up, down, or sideways, human behavior doesn't change. Experienced companies will come through any cycle well. The inexperienced ones, the ones that believe they are smarter than the rest, will fill the empty spots in the graveyard."

-Maurice "Hank" Greenberg
AIG Insurance CEO

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

2005 SAN DIEGO SMALL BUSINESS AWARDS SAN DIEGO REGIONAL CHAMBER OF COMMERCE

Where: San Diego, CA
Date: May 19, 2005
Contact: (619) 544-1382, www.sdchamber.org

LEGAL STRUCTURES FOR SMALL BUSINESSES SILICON VALLEY SBDC

Where: San Luis Obispo, CA
Date: May 25, 2005
Contact: (408) 835-9228, www.acteva.com/go/ecenter

PROTECTING YOUR BIZ FROM FRAUD AND OPERATING RISK UCLA EXTENSION

Where: Los Angeles, CA
Date: June 04, 2005
Contact: (310) 206-1304, www.uclaextension.com

INLAND EMPIRE SMALL BUSINESS TAX DAY STATE BOARD OF EQUALIZATION

Where: Riverside, CA
Date: June 17, 2005
Contact: (909) 680-66705, ietaxday@boe.ca.gov

‘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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