



MINORITY SUCCESS STORIES

TM

NEWSLETTER

WWW.MAKINGITTV.COM

# MAKING IT!

## AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

VOLUME 17, No. 1

WINTER 2006

### A Good Year and Good Luck

by Nelson Davis  
nelson@MakingItTV.com

The title of this editorial is obviously inspired by George Clooney's Academy Award nominated film detailing the Edward R. Murrow, Senator Joseph McCarthy patriotism row during the 1950s. A recent article in the New Yorker pointed out that "Seasons of retrospective Murrow worship have come regularly since his death in 1965." Though the article says those 'seasons' parallel the bad moments in TV journalism, I think that revisiting Murrow's insightful thinking offers valuable broader lessons for today's media landscape and American life.

Since Mr. Murrow demonstrated his considerable communication skills first on radio then television, let's see how electronic media measures up today. "Anyone who isn't confused really doesn't understand the situation" is what he said. Today you can get the news on your PDA or cell phone! This morning I retrieved the weather forecast on my Palm Pilot. While downloading "Lost" to my I-Pod holds no interest for me, thousands of other people dropped \$1.99 each for the pleasure. With media fragmenting across so many new platforms it is easy to be confused. We can easily measure the quantity, but what about the quality. I don't think that we are being well-served simply by having so much more.

In those days when radio and television were smaller businesses, the Federal Communications Commission (F.C.C.) gave stations a much firmer guiding hand. During the rise of Murrow, the airwaves were considered public property and broadcasters had to demonstrate a measurable level of public service to keep their licenses. For example,

in 1949 the F.C.C. instituted the Fairness Doctrine which lifted a previous ban (the Mayflower Doctrine) on editorializing but said that stations must supply equal time for opposing views. During the deregulatory sweep of the mid 80s, the equal time guidelines were vetoed by the President and over-the-air broadcasters had found their equivalent of a new and intoxicating drug. They could put on talk shows whose primary method was to bash "the other side," create a public spectacle and therefore attract a crowd. There was no requirement to have balance, facts or fairness, just make it noisy and contentious.

Ed Murrow said "Most truths are so naked that people feel sorry for them and cover them up, at least a little bit." Is the partisan and even hateful battling that passes as talk radio moving our society forward in any way? Does spinning the truth for the right or left help us find common ground? As a business owner, what are my moral responsibilities to develop my community along with a healthy bottom line? Sadly, it seems that Wall Street has become the oracle of success for publicly traded companies, and those enterprises dominate media ownership. Acquiring a TV station in Los Angeles can cost hundreds of millions of dollars and choosing infomercials over public affairs delivers cash to the bottom line.

As our business lives may seem a bit tougher these days, we should take some measure of comfort in Mr. Murrow's statement that "Difficulty is the excuse history never accepts."

Frequently, the very bright people who manage broadcast stations duck the challenge by saying things like "Putting that program on was a corporate decision" or "The folks back at the head office just care about the stock price." What will they say a few years hence when their children have grown up on a diet of 'empty calorie

media' and their corporate chieftains have moved on 'maximize shareholder value' elsewhere. This hasn't happened simply because timid people are at the steering wheels, but is also due to the government's steady deregulation of broadcasting during the past generation.

As a person whose business is based in creating content for a couple of forms of media, my favorite wise observation from Ed Murrow is "Just once in a while let us exalt the importance of ideas and information." During the eighty-six years of commercial broadcasting in America, radio and television have been important in uniting this wide and wonderful country. The Public Affairs programs have served an essential role in helping strengthen America by keeping meaningful issues in front of people. I don't need to tell you about the necessity for an informed electorate. The final thought from Mr. Murrow says it all. "A nation of sheep will beget a government of wolves."

#### INSIDE THIS ISSUE:

Bits N' Bites	Page 2
Obsession	Page 2
Not Just the Marketer	Page 2
SBA Sponsored MED Week Profile	Page 3
Secrets of Success	Page 3
What's Coming Up On MAKING IT!	Page 3
Calendar of Events	Page 4
MAKING IT! Digest	Insert

The 'MAKING IT!' Newsletter can now be seen online & downloaded at [www.MakingItTV.com](http://www.MakingItTV.com)

17 YEARS OF



### LOS ANGELES URBAN LEAGUE'S NEW LEADER



The Los Angeles Urban League named **Blair Taylor** the group's new president and CEO, succeeding the legendary **John Mack**. Taylor was Executive VP of College Summit, a national college access

initiative. He has held positions at PepsiCo and IBM, and has an MBA in Marketing and Entrepreneurial Studies from UCLA's Anderson Graduate School of Management. He also had been an L.A. City Council deputy. Mack is retiring after leading the Los Angeles Urban League for thirty-six years.

"I'm going to look for ways to engage the business community of Los Angeles in win-win situations," Taylor says. "This city has a pool of future labor in our urban centers – future managers, future entrepreneurs – and businesses will need to take full advantage of that labor pool."

### USC'S MARSHALL SCHOOL OF BUSINESS ADDS MAKING IT! TO THEIR RESOURCES

Making It! recently donated select shows from our video library for use in the entrepreneurship curriculum at USC. Professor Bill Crookston says they will be considered for use in the upcoming fall semester.

### A NEW ADDITION TO THE MAKING IT! TEAM

Making It! producer, **Kimberly Holmes-Lamar** gave birth to her second child, **Robert Elias Lamar**, on December 01, 2005. Robert weighed in at a healthy 7 lbs, 11 oz.



## OBSESSION: THE FRAGRANCE FOR SUCCESS

By: Tiffany Li

Valentine's Day is a celebration of the magnificent and unyielding force that is love. Making It! is no stranger to the subject. In fact, we have 16 years of knowledge about love. This is because for the past 16 years, we have told countless stories of entrepreneurs who were all motivated by their passion for what they do.

In a way, a relationship with a business is a lot like a relationship with a significant other. There are challenges and setbacks in both experiences, but your heart will guide you all the way. Our recently featured entrepreneur Phenoyd Ezra of Classic Woods by Phenoyd can certainly attest to that. Several years ago, a tragic fire destroyed most of his inventory and nearly his entire piano refurbishing company. However, his love for his business kept him going at a time when many others would have thrown in the towel. "I believe your passion will carry you through rough times. It helps

you to endure to the end" (Phenoyd Ezra).

This emotion is echoed throughout the entrepreneurs community in other variations. Alex Fortunati, who was also a guest on Making It!, thinks of it as a mathematical equation. The owner of Support Services of America, Inc. believes that success is a product of the intensity of your drive and time. He says that the more passion you have for your work, the sooner you'll attain your goals. And Fortunati's accomplishments are the ultimate testament. Support Services is currently a multi-million-dollar company that provides janitorial, food and landscaping services to clients in 23 states.

So call it what you wish: passion, intensity of determination, or obsession. Simply, love is the essential ingredient for success in business and the power that drives the human spirit towards triumph.

## EVERYONE IS A MARKETER, NOT JUST THE MARKETER

By: Howard Lim

Marketing used to be merely one of many disciplines—on an equal footing with sales, finance, HR, manufacturing, operations, engineering or product development. Some might even say some considered it a lesser discipline.

Well, that's no longer true! Marketing is increasingly taking over our world—we as organizations and as individuals.

While there's a specific marketing department at most companies, today's inter-connected, service-oriented business requires everyone in the company to be a marketer. It is more true in some industries than others, but consider these pockets of marketing activity from non-sales/marketing personnel:

Customer service managers that are on the phone with hundreds of customers each week. They assist clients and ensure the right perception of your business.

Salesmen have an ever-present opportunity to ask clients specific questions and get targeted answers. They can also give clients advice or help on their business.

Receptionists greet people every day on the phone and in person. How many of those people's first impressions of your company come from a receptionist? How many of those who call or stop by are customers or potential customers?

Accounts receivable and billing call clients when they have overdue bills. Getting this right is a true art form—it's tough to simultaneously be The Enforcer and also express appreciation for the customer's business.

Even your clients are marketers. If your client is not pleased with your product or service, they will be inclined to share negative experiences with others like potential customers.

All of these things sound distinctly like marketing. Weave the work of the marketing department into the daily lives of all employees: Make sure everyone knows core messaging and value propositions; teach everyone to think like a marketer; and provide easy mechanisms for people to report market feedback and needs into the marketing department.



SBA District Director, **Alberto Alvarado**, with District 8(a) Small Business Person of the Year, **Lillian Pernell**, and Los Angeles Mayor, **Antonio Villaraigosa**.

2005's **Minority Enterprise Development (MED) Week** event was an opportunity for over 300 minority entrepreneurs to network with procurement officers, business bankers, supplier diversity professionals and decision makers from some of the largest organizations and government entities in the region offering contracts and new business opportunities.

In addition to the networking and match-making activities, awards were presented to honor some of the best minority businesses in the region.

**Nelson Davis** emceed the awards luncheon which was held at the Dorothy Chandler Pavilion. The region's SBA director, **Alberto Alvarado** and Los Angeles mayor, **Antonio Villaraigosa** were on hand to present the awards to an array of small business owners from Los Angeles and the surrounding regions.

See video segments of the show on the web at [www.MakingItTV.com](http://www.MakingItTV.com)



*A LOOK AT UPCOMING SHOWS*

**Gabriel Garcia** was a teenager with only five years of education when he moved from Mexico to California. But a chance encounter at a coffee shop changed his life. He met the owner of a recycling plant and was given a job. While working there, Gabriel learned English and much about the recycling business. That was when he decided to start his own company, which would become **LU MAR INDUSTRIAL METALS, INC.**



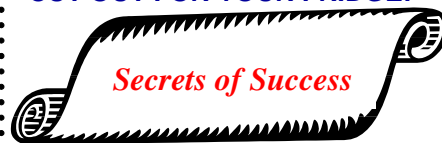
Lu Mar Industrial Metals  
"BANKING ON IT"

**Alvin Cheng** was an owner of a successful steakhouse in Taiwan with a dream of taking his business to the United States. He met his business partner **Bobby Burton** and they opened **PORTERHOUSE BISTRO** in Beverly Hills. See what this duo did to stand out in a highly competitive industry and be successful.



Porterhouse Bistro  
"CREATIVE MARKETING"

CUT OUT FOR YOUR FRIDGE!



"Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great."  
- Mark Twain

"People will accept your ideas much more readily if you tell them Benjamin Franklin said it first."  
- David Comins

"Be kind, for everyone you meet is fighting a hard battle."  
- Plato

Hear "Secrets of Success" Streaming Audio at: [www.MakingItTV.com](http://www.MakingItTV.com)



# CALENDAR OF EVENTS

For a complete calendar listing, visit our website at [www.MakingItTV.com](http://www.MakingItTV.com)

## STARTING YOUR OWN BUSINESS SCORE/VALLEY ECONOMIC DEVELOPMENT CENTER

**Where:** Van Nuys, CA  
**Date:** February 25, 2006  
**Contact:** (818) 552-3206, 09@scorela.org

## VETERANS, SMALL BUSINESS AND FRANCHISE CONF. UCLA EXTENSION

**Where:** Yuba City, CA  
**Date:** March 23, 2006  
**Contact:** (916) 393-1690, admin@vboc-ca.org

## GLOBAL COMMERCE—HOW TO DO BUSINESS IN CHINA CAL STATE SAN MARCOS

**Where:** San Marcos, CA  
**Date:** March 07, 2006  
**Contact:** (760) 750-4020, es@csusm.edu

## SMALL BUSINESS EXPO & MEET THE LENDERS WORKSHOP SOLANO COLLEGE SBDC

**Where:** Fairfield, CA  
**Date:** March 27, 2006  
**Contact:** (707) 864-3382, www.solanosbdc.org

**‘MAKING IT!’ is California’s #1 Small Business TV Show**

**Where can you see ‘MAKING IT!’ in your area?**

<b>LOS ANGELES</b> KTLA - Ch. 5 Sundays 6:30 am	<b>SAN DIEGO</b> KSWB - Ch. 5 Sundays 5:30 am	<b>SACRAMENTO</b> KSPX - Ch. 29 Saturdays 6:30 am	<b>SAN FRANCISCO</b> KKPX - Ch. 16 Saturdays 6:30 am
---	---	---	--



MINORITY SUCCESS STORIES  
is brought to you by:

- AMERICAN HONDA
- BANK OF AMERICA
- THE BOEING COMPANY
- COMERICA BANK
- HILTON HOTELS
- SEMPRA ENERGY
- SOUTHERN CALIFORNIA EDISON
- THE WALT DISNEY COMPANY

Nelson Davis  
Executive Producer

Howard Lim  
Marketing Manager

Kimberly Holmes-Lamar  
Producer

Phaylen Abdullah  
Segment Producer

Deneke Claybrooks  
Production Assistant

Tiffany Li  
Marketing Assistant



# ‘MAKING IT!’ NEWSLETTER

VOLUME 17, No. 1

WINTER 2006

## ‘MAKING IT!’ MINORITY SUCCESS STORIES

### NELSON DAVIS TELEVISION PRODUCTIONS

5800 Sunset Boulevard • Los Angeles, CA 90028  
Ph. (323) 460-5253 • Fax (323) 460-3907  
Email: info@MakingItTV.com  
Website: [www.MakingItTV.com](http://www.MakingItTV.com)

ADDRESS CORRECTION REQUESTED