



MINORITY SUCCESS STORIES

TM

NEWSLETTER

WWW.MAKINGITTV.COM

MAKING IT!

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

VOLUME 17, No. 3

SUMMER 2006

Lost Leaders?

by Nelson Davis nelson@MakingItTV.com

In early July, I had a short trip to southern Alabama, visiting the town where I was born. Pulling out of the Montgomery Airport and onto the Selma Highway brought thoughts of the decades ago historic events in the Civil Rights movement that took place in the area. That was a crucible that, like World War II in the previous decade, revealed new leaders in our country. We have been given historic memories of Franklin Delano Roosevelt and Sir Winston Churchill, two of the most visible, respected and unquestioned leaders of the 20th century.

"A leader is a dealer in hope."

~ Napoleon Bonaparte

What else does a person need to aspire to the position of leader? The prerequisites probably include vision, courage, integrity, and a willingness to take risks. Where are the new leaders, those we need for today's equally daunting challenges? I think that too many politicians, who are often referred to as leaders today, have abandoned the post. They have generally become self merchandisers, tied to the latest polls, focus groups and consultant's advice. Getting elected and reelected has lost the connection with true leadership.

"The price of greatness is responsibility."

~ Sir Winston Churchill

In my opinion, many of the leaders for the next decade will have to come from the world of business both large and small. An entrepreneurial leader's genius is in bringing together things in a combination that hasn't been seen before. Entrepreneurs and high level executives don't live a day without thinking of responsibility, problem solving and workable solutions. Many business owners simply work through politicians hop-

ing that they will listen and do the right thing while others take a more hands on approach. Present New York Mayor and billionaire business owner Michael Bloomberg saw a leadership vacuum in his city, decided to skip the middleman, and grasp the levers of power more directly. The enigmatic Ross Perot actually shifted the political landscape with his 1992 run for the White House, and today Bill Gates is showing national leadership in directing the course of American education.

"This is preeminently the time to speak the truth, the whole truth, frankly and boldly. Nor need we shrink from honestly facing conditions in our country today."

~ Franklin D. Roosevelt

What about those times when religious figures become a nation's leaders? A quick look at the history books indicates that those times are generally troubled, resulting in long, debilitating wars. Google "religious wars" and you'll be shown a surprisingly deep list of current conflicts.

Just as Lee Iacocca used the force of his personality to turn Chrysler around, we might benefit from business trained leaders to help guide an American turnaround. Government at all levels is playing a bigger role in our lives than it used to, but their operating models are at least a century old. The 21st century seems to be demanding new leadership that will challenge conventional thinking and be comfortable leading change.

What is the role for small business owners? No, I don't think that it's a great idea for dynamic small business owners to abandon their enterprises just to run for office and get stuck on the flypaper that Congress has become. But we do need to step up the leadership game in our communities in whatever grass roots way we

can. City councils, neighborhood groups and commissions need the entrepreneurial spirit that small business owners can bring. When CEOs of major corporations such as A. G. Lafley (Procter & Gamble) and Stanley O'Neal (Merrill Lynch) leave their corporate posts, they are uniquely equipped to transfer their proven skills to the leadership needs at the national level. Not only have they survived in a hard game, they usually exit the big corner office with many millions of dollars as a parting gift, which takes personal financial worries off the table. Smart, mission directed, and patriotic people without long term financial concerns may just have the template for what is needed in the new leadership.

"Only one man in a thousand is a leader of men -- the other 999 follow women."

~ Groucho Marx

INSIDE THIS ISSUE:

Bits N' Bites	Page 2
A Fresh Curiosity and New-found Thanks	Page 2
The New Perspective	Page 2
Sempra Energy: Top Model in Supplier Diversity	Page 3
Secrets of Success	Page 3
Upcoming Shows	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



17 Years of
MAKING IT!

Bits 'N' Bites



THE NEW MAKING IT!

Keeping with contemporary designs and technology, Making It! is proud to introduce a new set. A state-of-the-art anchor desk is the new platform, and high tech plasma screens help strengthen the program's identity and visual transitions.



VIDEO PRODUCTION

Nelson Davis TV Productions also produces corporate video. We'll have a crew shooting a special video for Cisco at the upcoming NMSDC trade show in San Diego. We've also taken on a special assignment to create a diversity video for Sempra Energy. If you have video needs and want Hollywood production values, give Nelson a call.

GOING FOR A HIGH FIVE

For the 14th year, Making It! has been nominated for a Los Angeles Area Emmy Award in the category of "Best Public Affairs/ Informational Series. Even with four Emmy wins, this recognition is greatly appreciated. It validates the hard work of an enthusiastic team of people including writers, producers, camera people, editors and production assistants.



A FRESH CURIOSITY AND NEWFOUND THANKS

By: Esther Baek

For more than twenty years, my parents have been small business owners. It is only recently that I have come to realize that there is such a thing. For eighteen years, my mom and dad managed their own import/export business, exporting seafood from the East Coast and South America to Asia. As a child, my dad often went on business trips to meet with suppliers and clients. As I got older, he occasionally needed my help with the computer to create invoices and packing slips. Time spent on seemingly menial computer documents was time I could have spent watching TV or hanging out with friends.

Two years ago, my parents decided to opt for a business that would require less travel, so they purchased a smoke shop in Orange County and a video rental store in Los Angeles. Because both businesses are close to home and my parents have deemed me old enough to take on more responsibilities, I have become more aware of the depth and breadth of work required to manage a small business. I used to think business only occurred when my dad went on business trips. After watching my parents come home and collapse from exhaustion day after day that I have gained insight into the work required to maintain and grow a small business.

Being a daughter of entrepreneurs has exposed me to the details of a business that people don't normally see. I have developed a fresh curiosity about small business and consequently undergo a new thought process when buying the products or employing the services of a business. When I enter another smoke shop or video store, I wonder how the business is run – where they get their cigars or videos, how much they pay for them, how they market their businesses, what steps were taken to develop the business. The same goes for any small business that I encounter. I have a new understanding of the hardships and efforts of entrepreneurs and, thus, a greater appreciation of their efforts.

Gaining insight into my parents' businesses has also helped me realize that I am surrounded by small businesses. The local convenience store that carries everything I need, the local pizzeria with the best chicken and jalapeño pizza, the local nail salon that gives the longest-lasting pedicures – these small businesses are the bread and butter for every community. They not only cater to my every need but also to those of the community at large. Kudos to small business owners!

A NEW PERSPECTIVE

By: Howard Lim

Entrepreneurs wear many hats. They typically manage all aspects of their business including sales, marketing, finance, customer service, even production. Some days it may be overwhelming because they are so engrossed with the daily operations of their business. But it is important for all entrepreneurs to keep their perspectives and also look at their business with new perspectives.

In competing with other car manufacturers, Henry Ford looked outside of his industry for a competitive edge. He saw that other industries were employing an assembly line process thus creating goods more efficiently and in higher quantities. Ford saw building cars in a different light after looking at another business. The rest is history.

Just like Henry Ford, your business can also benefit by looking at what your peers are doing. You can look virtually anywhere from the local corner shop to a large Fortune 500 company to find successful enterprises. It does not have to be a business in your industry. Better yet, it would be better to look outside your industry for fresh perspectives. Seek out and engage these entrepreneurs.

A great way to meet your small business peers and is through your local chamber of commerce or other local organizations.

These groups typically have mixers and networking events where you can meet entrepreneurs in different industries. A simple conversation on any given topic can unlock the perspective you need to further your business.

It's not just the business owner that needs perspective. Your staff, executive team, even your board members can benefit from meeting other entrepreneurs. Ask a successful entrepreneur to address this group. Include an entrepreneur in your mastermind group. Bring them in when you have a challenging situation to see how they would address it.

Also, look for people who have a track record of success. It is infinitely more interesting to see how someone that has very little knowledge about your business but with the "street smarts" would address a situation.

Makingitv.com is offering a free service to connect the small business community. The "Faces of Entrepreneurs" section offers profiles of your small business peers. Visitors can gain perspectives from entrepreneurs throughout the world ranging from home-based to million dollar enterprises.



The Sempra Energy Diverse Business Enterprises Team (L to R): Chuck Pulliam, Yolanda Padilla, Amy Chee, Jeff Thorsen, Ceci Cazares, Jaymee Lomax and Frank Urtasun. Staff members not shown: Robert Olivas and Michelle Porter.

DiversityInc. magazine recently ranked Sempra Energy No. 1 in supplier diversity on the publication's annual list of "Top 50 Companies for Diversity."

Last year, Sempra Energy spent a record \$215 million with about 272 verified Diverse Business Enterprises (DBE) owned by service-disabled veterans, minorities, and women.

Michael Peevey, president of the California Public Utilities Commission, honored the company's success in diversity, chiefly related to supplier diversity. "I'm pleased to work with Sempra Energy to spread the supplier-diversity effort across the country," said Peevey.

Making It! congratulates Sempra Energy for their achievements in diversity. A long-time Making It! supporter, Sempra's wide array of diverse suppliers have been profiled through the sponsor dedicated episodes.

See video segments of the show on the web at www.MakingItTV.com

A LOOK AT UPCOMING SHOWS

Tammy Martin received a degree in architecture from USC and started working at her father's company, **DEB CONSTRUCTION**, right out of college. With her father and brother's help, Tammy provides construction and design services for many of her clients including Comerica Bank. See how this \$35 million business does business word of mouth.



Tammy Martin
DEB Construction

Promoter and salsa dancer **Albert Torres** lives and breathes Latin entertainment. Albert has battled with drugs and gambling but now focuses entirely on dance. He actually started **ALBERT TORRES PRODUCTIONS** in 1991, but the business did not take off until he was in movies and also danced on the Academy Awards.



Albert Torres
Albert Torres Productions

CUT OUT FOR YOUR FRIDGE!



"It is not the critic who counts, not the man who points out how the strong man stumbled, or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes short again and again, who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause, who at best knows achievement and who at the worst if he fails at least fails while daring greatly so that his place shall never be with those cold and timid souls who know neither victory nor defeat."

- Theodore Roosevelt
From a speech given in Paris at the Sorbonne in 1910

See "Secrets of Success"
Streaming Video at:
www.MakingItTV.com



CALENDAR OF EVENTS

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

NETWORKING BREAKFAST CHARO

Where: Los Angeles, CA
Date: August 25, 2006
Contact: (323) 269-0751 x514

START-UP CAPITAL & FINANCING OPPORTUNITIES ORANGE COUNTY SCORE

Where: Costa Mesa, CA
Date: September 23, 2006
Contact: workshops@score114.org

SMALL BUSINESS START UP WORKSHOP SMALL BUSINESS DEVELOPMENT & INT'L TRADE CENTER

Where: Chula Vista, CA
Date: August 30, 2006
Contact: (619) 482-6391, www.sbditc.org

CERTIFICATION WORKSHOP SMALL BUSINESS ADMINISTRATION

Where: San Francisco, CA
Date: September 28, 2006
Contact: (415) 744-6771

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
-------------------------------------------------------	-----------------------------------------------------	---------------------------------------------------------	------------------------------------------------------------

Nelson Davis
Executive Producer

Howard Lim
Marketing Manager

Kimberly Holmes-Lamar
Supervising Producer

Marcia Campbell
Senior Producer

Joetta DiBella
Senior Producer

Esther Baek
Marketing Assistant

MAKING IT! NEWSLETTER

VOLUME 17, No. 3

SUMMER 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

ADDRESS CORRECTION REQUESTED

17 YEARS OF

