



MINORITY SUCCESS STORIES

MAKING IT! DIGEST

COMPILED BY AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

ISSUE #1

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WELCOME TO THE FIRST MAKING IT!™ DIGEST

There seems to be an exponential number of demands on our allotment of 24 hours each day that prevent us from reading everything we find interesting.

We decided to gather and share with you a two-page digest of information that is pertinent to the MAKING IT! mission of economic empowerment.

-Nelson Davis & The MAKING IT!™ Team

TOMORROW'S ENTREPRENEURS

A survey found that minority teens are more interested in starting a business than whites.

Minority	%
Asian/Pacific Islander	89%
African American	86%
Hispanic/Latino	79%
White	69%

Source: Fortune Small Business

SHARPENING YOUR SKILLS

ARE YOU A GOOD DECISION MAKER?

Ten Steps to Wise Decision-Making:

1. Define, as specifically as possible, what the decision is that needs to be made.
2. Write down as many alternatives as you can think of.
3. Think where you could find more information about possible alternatives.
4. Check out your alternatives.
5. Sort through all of your alternatives.
6. Visualize the outcomes of each alternative.
7. Do a reality check.
8. Which alternative "fits" you?
9. Get started!
10. How is it going?

Source: SBA

<http://www.sba.gov/managing/growth/decision-maker.html>

HOW IMPORTANT ARE SMALL BUSINESSES TO THE U.S. ECONOMY?

Small firms...

- Total approximately 23 million in the United States, with roughly 75 percent of the firms having no employees.
- Represent 99.7 percent of all employer firms.
- Employ half of all private sector employees.
- Pay 44.3 percent of the total U.S. private payroll.
- Generate 60 to 80 percent of net new jobs annually.
- Create more than 50 percent of non-farm, private gross domestic product (GDP).
- Are employers of 39 percent of high tech workers (such as scientists, engineers, and computer workers).
- Made up 97 percent of all identified exporters and produced 29 percent of the known export value in FY 2001.

Source: U.S. Small Business Administration: Office of Advocacy

WOMEN ENTREPRENEUR- SHIP IN THE 21ST CENTURY

An estimated 1 in 5 women-owned businesses is owned by a woman or a woman of color. As of 2002, there are an estimated 1.2 million privately-held firms that are majority -owned by women of color. These firms employ over 822,000 people and generate over \$100 billion in revenues. In number, they are growing at twice the rate of all women-owned businesses and four times the rate of all U.S. firms.

As strong as the growth of women-owned firms is overall, the growth of firms owned by women of color is even stronger. The number of minority women-owned firms increased by 32% between 1997 and 2002-twice the rate of all women-owned firms and four times the rate of all U.S. firms.

Source: National Women's Business Council

PREVIOUSLY PROFILED ON MAKING IT!™: GOYA FOODS

Joseph Unanue, Goya Foods



Second-generation CEO Unanue, 78, runs Goya with his family. By tailoring product lines to fit the tastes of Hispanic immigrants, the Unanues have built Goya into the nation's fourth-largest Hispanic-run company.

"Race in business is definitely still important. It's what you are. But I think that entrepreneurs of ethnic backgrounds need to try to meld better into the rest of the country. It's important to help yourself and your heritage, but it's equally important to help the country, in the business sense, as well."

Source: Fortune Small Business



15 YEARS OF



A SPECIAL UNION BETWEEN BANK OF AMERICA, THE #1 BANK FOR SMALL BUSINESS AND 'MAKING IT!™', CALIFORNIA'S #1 SMALL BUSINESS TV SHOW

Success Stories from the TV show to Inspire Small Business Owners

MAKING IT!™, California's #1 small business TV show, is proud to announce that it is working with **Bank of America**, the #1 Bank for Small Business. In February, MAKING IT!™ presented a special selection of videotapes of "**MAKING IT!™ Minority Success Stories**" to **Mariza Martinez**, head of the new "**El Centro de Recursos para La Comunidad**" (the Community Resource Center) in Bell, CA.

Jorge Berumen of Bank of America's Small Business Consumer Sales Unit approached Nelson Davis Productions to select a number of tapes to be used by visitors at the Community Resource Center. He had originally received a copy of MAKING IT!™ from **Laura Dang**, Senior Vice President of California Business Banking, and thought that 'MAKING IT!' would be useful and inspiring to current and aspiring business owners.

The library includes episodes

such as "How to Start a Business," "How to Survive a Downturn," and "Billion Dollar Dreams."

The visitors to the center will have access to the special MAKING IT!™ videotape library to learn about other entrepreneur's success stories and how they might follow a similar path.

The Community Resource Center seeks to provide customers advice and information to achieve their goals, such as buying a first home, starting a business or saving for their children's education. It

offers professional experts, community classes, an Internet guide and other resources.

The Grand Opening Celebration of "El Centro de Recursos para La Comunidad" was held on Saturday, February 7, 2004. The event will featured a ribbon cutting, tours of the Community Resource Center, presentations by local community leaders, and entertainment for the whole family.

The Bell Banking Center is located at 6312 Atlantic Avenue, Bell, CA.



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- AMERICAN HONDA
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Ribbon Cutting at the Bank of America Small Business Resource Center in Bell, CA
(L-R): **Leticia Aguilar**, Consumer Executive, Bank of America; **Darryl Roth**, Vice President, Bell Chamber of Commerce; **Lydia Zendejas**, Manager, Bank of America Bell Office; **Al Arguello**, Manager, Bank of America Community Development Department; **Mariza Martinez**, Manager, Bank of America Community Resource Center; **Teresa Jacobo**, Mayor, City of Bell; **Ron Martinez**, Bank of America Consumer Market Executive; **Julie Gonzalez**, General Manager, Bell Chamber of Commerce

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