



NEWSLETTER

CELEBRATING 15 YEARS ON THE AIR!

MINORITY SUCCESS STORIES

VOLUME 15, No. 1

JANUARY/FEBRUARY 2004

WOW! 15 YEARS OF MAKING IT!

by Nelson Davis

Several years ago, when smoking was a more acceptable social habit, there was a cigarette ad that said "You've come a long way, baby" referring to the progress women had made. If we substitute "MAKING IT!" for "baby," it becomes an appropriate phrase as we proudly approach the fifteenth anniversary for the television program. I'm delighted (and sometimes amazed) that the simple idea of putting the stories of small business owners and entrepreneurial thinkers on TV has endured and in fact, grown.

'MAKING IT!' was inspired by a Chicago program titled *Minority Business Report* and began with a single episode "pilot" program on KTLA in the autumn of 1988. I was fortunate enough to connect with ARCO and AT&T as the advertiser-sponsors of that experiment. As of January 2004, we've taped over 460 episodes of the program, meaning that over 800 small business owners have been profiled on television! But, as with most things, statistics can tell only a part of the story.

Why does a loyal audience of viewers still care? Could it be that these men and women of all ages and backgrounds embody the ideal of demonstrating purpose in their lives? I think that one of the highest compliments that can be paid to a person or institution is someone saying, "It changed my thinking," which of course is the only way to change your life. In the early days of the internet, a (non-minority) woman of middle years came to my office to persuade us to sign up with a shopping basket company based in Woodland Hills.

While the proposition didn't interest me, another of her comments told me something important. She said that while watching an episode of MAKING IT! that featured two previously homeless people who had started businesses, she was inspired to change her life. She realized that if those people could avoid seeing themselves as victims and take greater control of their lives through entrepreneurial thinking, so could she. After that meeting about eleven years ago, I decided that continuing to produce the show was a spiritually rewarding and very worthwhile venture.

Another factor in our longevity has been that along the way, there have been many changes in corporate America paralleling those in the small and minority business community. For example, our first advertisers simply wanted to incorporate this new communication tool for their Minority & Women's Business Enterprise (now Vendor Development) programs. While senior executives have realized that purchasing

departments are an area of opportunity for business development, an even larger idea drives their thinking today. Increasingly, they see that Multicultural Marketing is one of the keys to connecting with emerging segments of consumers. They see that embracing diversity both inside and outside their enterprises is the key not just to growth, but to long-term survival. Because it is attractive to entrepreneurs of all hues, MAKING IT! is a prototypical multicultural marketing tool.

When MAKING IT! went on the air, banks were focused on big business and international borrowers, and State

INSIDE THIS ISSUE:

Bits N' Bytes.....Page 2

Plan for 2005.....Page 3

15 Years of MAKING IT!
A Journey in Photos....Pages 3-4

A Branding Lesson.....Page 5

Secrets of Success.....Page 5

What's Coming Up
On 'MAKING IT!'..... Page 5

Calendar of Events.....Page 6

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

***Embracing
diversity... is the
key not just to
growth, but to
long-term survival.***

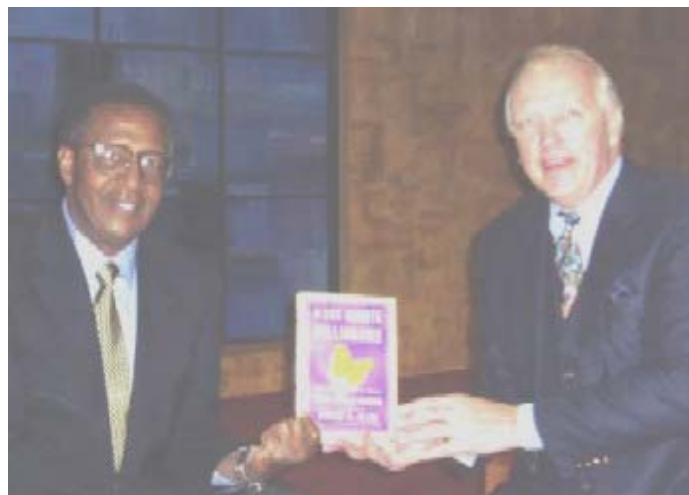
government had only given lip service to the small business community. In California, there are now over 2 million owners of companies with fewer than 500 employees, about the same number as there are union members. These are the people who employ about two-thirds of all private sector workers. Small business owners and the self-employed are becoming an army in the Golden state. Because minorities own nearly one third of all businesses in Los Angeles, San Francisco & other urban areas, diversity is a hallmark of this group.

Laws promoting inclusion and fairness in business have been on the books for decades, but this group is a shining beacon that will help accelerate positive change. Their light is one that people of all backgrounds like to gather around. "MAKING IT!" is a phrase that describes an essential quality of the American Dream, but purpose, a shared purpose is the reason we've been fortunate enough to arrive at the fifteenth anniversary.

BITS N' BYTES

CHICKEN SOUP FOR THE 'MAKING IT!' SOUL

One of the best-known and most successful personal development authors and speakers in America recently taped an interview for 'MAKING IT!' Best known for the *"Chicken Soup for the Soul"* books, **Mark Victor Hansen** wanted to give viewers some insights from his *"One Minute Millionaire"* book. In a conversation with **Nelson Davis**, he talked about leverage, mentors, teams and networks. According to Mark, he had such a good time that he'd like to appear on the show regularly. Watch for him.



THE 'MAKING IT!' NEWSLETTER IS AVAILABLE ONLINE AS A .PDF FILE!

Have you visited the newly-designed **MAKING IT!** website? One of the newest features on the website is the availability of the **MAKING IT!** Newsletter as a .pdf file. Visit www.MakingItTV.com for the latest newsletter. You can read it on your own screen in full-color and it is available for download. You can send the link to others if you wish, or even print out more copies!



A SCARY IDEA... START PLANNING FOR 2005 NOW!

by Crystal Murphy

So what if we're just beginning 2004, there's no point in procrastinating right? 2005 may seem like a lengthy 12 months away, but we can feel this one speeding up already. Businesses often work with 5-year plans, so individually we should be able to handle a 2-year vision. Here are some ideas to help motivate you to think ahead to 2005.

Make a list. We've all heard this before, but a list is essential, and is most helpful when reflecting on the types of things that you wish to accomplish.

It's okay to think of the New Year as a clean slate. But never stop looking back at things you have not quite yet achieved. If you're still passionate about something, don't let it slip away from you. Pursue it until you can label it done.

Visualize your goals. This approach takes a bit more creative energy, but yields big rewards. If you feel that you need something more "substantial" than a mental visualization, try making your pictures "real." For instance, you can take photographs (or clip from magazines) the images that represent all the kinds of things you'd like to accomplish. Make a collage. Keep it on a wall, or on your desk. That way you'll never lose sight of what it is you're working for.

Thinking about 2005 is the businesslike approach to your long-term planning, but don't doze off on your goals for 2004. Keep working towards them, regardless of whether it's January 1st, or the middle of November. Remember that everyday is a great day for goal setting!

15 Years of 'MAKING IT!' - A Journey in Photos



1989: The **MAKING IT!** series first airs in March 1989 on KTLA, hosted by Minerva Perez & Larry McCormick. The pilot episode aired in the autumn of 1988.

1990-1991: Michelle Ruiz joins Larry McCormick as co-host of **MAKING IT!** Michelle and Larry interview then-Mayor Richard Riordan on a special in-studio segment for the show. Michelle is now an anchor at KNBC in L.A..



1993: Xiomara Galindo goes from Associate Producer to Correspondent. She continues to report for **MAKING IT!** to this day.

15 YEARS OF



1993 & 1994: Nelson Davis and Producer Sonia Alvarado accept the Emmy for **Best Informational/Public Affairs Series** from the Academy of Television Arts & Sciences at the 45th & 46th Annual Los Angeles Area Emmy Awards. Emmys in 2 consecutive years!



1999: Larry McCormick and co-host Sharon Tay celebrate the 10th Anniversary of **MAKING IT!** Sharon is currently co-anchor for the "KTLA Morning News: Early Edition."

2002: Segment Producer Lecia Van Horn, Correspondent Errol Smith, and Producer Kimberly Holmes-Lamar maintain a busy production schedule, shooting entrepreneurial success stories all over the Southland... even going to rooftops!



2003: Co-hosts Lynette Romero & Larry McCormick celebrate with a cake after **MAKING IT!** receives its 4th Emmy. **MAKING IT!** had received its 3rd Emmy in 2001.

WE COULDN'T HAVE DONE IT WITHOUT GREAT...

...ENTREPRENEURS & GUESTS



...& SPONSORS

HERE ARE SOME OF OUR FOUNDING SPONSORS



Sempra Energy: Yolanda Padilla, Jeff Thorsen, and Shawn Farrar are great friends of our show. In those days, the company was known as **The Southern California Gas Company** was one of our original sponsors. We are happy to have Sempra on-board as a current sponsor.



ARCO: Bill Holland, who is now at **Hilton Hotels**, was instrumental helping ARCO become one of the Founding Sponsors of our pilot episode & the beginning of the **MAKING IT!** series. We continue to work with Bill today at Hilton.



Southern California Edison (SCE): Frank Quevedo has been a staunch supporter of the **MAKING IT!** mission to build the small business community. He was preceded at Edison by the late **Robert Hine** and **Wesley Greenwood**.



The California Lottery: Nelson Davis and Terri Fontenette on the **MAKING IT!** set. The California Lottery is one of the Founding Sponsors of our show. We'll miss Terri as she retired at the end of 2003.

15 YEARS OF



Learn more about 'MAKING IT!' at our website: www.MakingItTV.com

A BRAND MANAGEMENT LESSON FOR THE NEW YEAR

No matter what your product or size of your business, long term success is tied to the ability to understand what a brand really is and effective use of that knowledge.

Among automotive manufacturers we'd probably agree that Honda, Toyota and BMW have been leaders in harnessing their brand attributes in product development, marketing and advertising. Helmut Panke.

The chief executive of BMW had the following to say on the subject of brand management:

"The biggest task is to be able to say no. In the end, authentic brand

management boils down to understanding that a brand is a promise that has to be fulfilled everywhere, at any time. So when something doesn't fit, you must make sure that it is not done.

The most important role of senior management is to understand that the brand is not just a label that you can put on and take off. BMW settles for fewer compromises, which goes back to what the brand stands for."

If it can't fulfill the promise of 'Ultimate Driving Machine', they won't put their name on it.

CUT OUT FOR YOUR FRIDGE!



"Talent alone is not enough. I had some of the most talented players, but they didn't work hard. I like people who are enthusiastic even if it rains; they can find something positive in a storm."

-George Allen, Football Coach

For more inspiration, visit us at www.MakingItTV.com

WHAT'S COMING UP ON 'MAKING IT!'

1/11/2004: THE ROAD TO SUCCESS (HONDA DEDICATED EPISODE)

Bruce Geier used his business skills and his fascination with computers to build **TECHNOLOGY INTEGRATION GROUP**. *MAKING IT!* first profiled the company in 2000, and it has come a long way since. While still focusing on the customer's needs, they have managed to expand its products and service lines. **TIG** represents *AT&T*, *Verizon* and *Nextel*. It also has a full system integrator and has 16 locations nationwide. Annual revenues are over \$200 million. Bruce's goal for the future is continuing to grow, expand and provide a high level of service and products for the business.

Rick Rodriguez started working in the security industry while he was in college. After being in charge of executive security for a Thai Military General he returned home to the U.S. Rick interviewed for 77 jobs, 75 of which rejected him. He eventually decided to start **RODBAT SECURITY**, a security and investigative services company. He was working 3 jobs when he met *American Honda* contacts, **Tony Piazza** and **Brian Mayhew**. They asked him to do a number of jobs for Honda. Today, Honda remains one of his largest clients. Gross sales last year were \$10 million.



2/8/2004: FAMILY BUSINESSES PASSED DOWN THROUGH GENERATIONS

Vivian Bowers-Cowan is the third generation owner and operator of **BOWERS AND SONS CLEANERS**. Her grandparents, Horace and Alice Bowers, purchased the business in 1947. When they retired, they sold the business to Vivian's parents, who continue to guide her to this day. Vivian has reintroduced pickup & delivery services, allowing her to acquire larger accounts. She hopes that the family legacy continues on after she retires.



After 19 years of working for *Mexicana Airlines*, **Diana Olivares** began working full-time with her father's restaurant, **THE MEXICAN VILLAGE RESTAURANT**. Started by Abel Olivares, Sr., the restaurant serves home-style Latino cuisine and provides live entertainment and dancing. In 1965, he opened The Mexican Village, which became one of L.A.'s top cultural hot spots during the 70's & 80's. However, the business burned to the ground during the 1992 riots. Inspired by their community and her father's passion for the restaurant, they got some loans to rebuild. Diana continues to grow the business, and hopes to remain competitive for generations to come.



CALENDAR OF EVENTS

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

MARKETING TO U.S. HISPANICS & LATIN AMERICA

Where: Miami Beach, FL
Date: January 26-27, 2004
Contact: www.srinstitute.com/cm406

SUCCESS STRATEGIES FOR BUSINESSWOMEN

Where: Boca Raton, FL
Date: February 22-24, 2004
Contact: www.officedepotsuccess.com

18TH ANNUAL NATIONAL RESERVATION ECONOMIC SUMMIT & AMERICAN INDIAN BUSINESS TRADE FAIR

Where: Las Vegas, NV
Date: February 9-12, 2004
Contact: www.ncaied.org

TRANSFORMING YOUR ENTREPRENEURIAL BUSINESS FOR THE 21ST CENTURY

Where: Los Angeles, CA
Date: February 28, 2004
Contact: www.uclaextension.org or 310-206-1579

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



'MAKING IT!' NEWSLETTER

VOLUME 15, No. 1

JANUARY/FEBRUARY 2004

MINORITY SUCCESS STORIES
is brought to you by:

- AMERICAN HONDA
- BOEING
- CALIFORNIA LOTTERY
- HILTON HOTELS
- SEMPRA ENERGY
- THE WALT DISNEY CO.

Nelson Davis

Executive Producer

Kimberly Holmes-Lamar

Producer

Lecia Van Horn

Segment Producer

Jocelyn Wang

Marketing Manager

Crystal Murphy

Administrative Assistant

Ray Carignan

Production Assistant

'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

15 YEARS OF

