



# NEWSLETTER

AMERICA'S MOST LAUDED SMALL BUSINESS TV SHOW

MINORITY SUCCESS STORIES

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## A COMPASS FOR SUCCESS

by Nelson Davis

I had never heard the word 'obliquity' until reading a recent article by John Kay in the "Financial Times." Though based on the word oblique, this variation captured my attention. Mr. Kay partially defined the word by offering up a sort of directional paradox that says if your destination is in one direction; the best route may involve heading in another direction.

Obliquity includes the idea that goals are sometimes best achieved when pursued indirectly. Historic examples of that line of thinking abound in business, politics, war, world exploration and even personal development.

For example to go west via the Panama Canal, you spend a lot of the trip actually heading southwest. In this wired, instant gratification and media drenched era we live in, there is always the temptation to measure business, personal and even political results every day. That is a sure formula for added stress and I feel that embracing obliquity could be helpful as an antidote.

As it relates to business John Kay went on to write that the most profitable companies are not the most profit oriented and the happiest people are not those who make happiness their main goal. The great British writer John Stuart Mill said: "Those only are happy who have their minds fixed on some object other than their own happiness."

Mr. Kay feels that obliquity is relevant to our businesses, our bodies and to the management of our lives and national economies. For example authors Jim Collins and Jerry Porras compared outstanding companies with

less remarkable companies in their book, "Built to Last."

One comparison was between pharmaceutical companies Merck and Pfizer. George Merck said, "We try never to forget that medicine is for the people. It is not for the profits. The better we have remembered that, the larger the profits have been." The less successful John McKeen of Pfizer is quoted as saying, "So far as humanly possible, we aim to get profit out of everything we do." The same comparisons were made with Hewlett Packard and Texas Instruments, Procter & Gamble and Colgate. The company that put more emphasis on profit in its declaration of objectives was the less profitable in its financial statements.

Mr. Kay goes on to say that the richest people are not the most materialistic. The founder of Wal-Mart, Sam Walton drove around in an old pickup truck and said, "I have concentrated all along on building the finest retailing company that we possibly could. Period."

You may already know that five of the top ten places on the Forbes rich list belong to Walton family members.

What does this entire body of counter intuitive thinking and research mean for you and me? My first thought is that we not be discouraged when we temporarily lose sight of the goal line. If we hold a clear picture of the destination, chances are much greater that we'll arrive there regardless of how many points on the compass we pass on the way. We should resist the temptation to measure our progress in a specific direction with a micrometer every day because there are times when we are moving forward, but in a long arc, not a straight line.

### Obliquity...

*...If your destination is in one direction; the best route may involve heading in another direction...*

### INSIDE THIS ISSUE:

*Bits N' Bytes*.....Page 2

*MBOD 2004*.....Page 2

*Developing a Winning Team*.....Page 3

*Secrets of Success*.....Page 3

*What's Coming Up On 'MAKING IT!'*..... Page 3

*Calendar of Events*.....Page 6

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Ignore the negative nitpickers who based only on what they see today, hiss a chorus of "this will never work." That is how Columbus got to the Americas. As you pursue goals, always hold to the highest thoughts you can conceive. As a sage told me years ago, "The only people who make money work for the mint. The rest of us have to do that by other routes." If our ideas or business truly serves others, we must trust that they will eventually send accolades and money in our direction.

You can read the entire article and form your own conclusions by going to:

[www.johnkay.com/strategy/317](http://www.johnkay.com/strategy/317)

15 YEARS OF



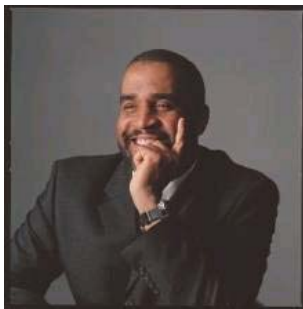
# BITS N' BYTES

## TAKING ADVICE FROM MR. ROGERS

**Fred Rogers**, America's favorite neighbor died last year. Most of us knew him through television; the medium he honored greatly. He said, "through television we have the choice of encouraging others to demean this life or to cherish it." That simple thought infuses the work we do at **MAKING IT!**

## SONGPRO VISIONARY RON JONES SUCCUMBS TO CANCER

We were saddened to hear that former **MAKING IT!** guest, inventor and talented innovator, **Ron Jones**, co-founder and Chairman of **SongPro Inc.** the first African-American owned portable digital multimedia device



manufacturer in history, succumbed to gastric cancer in February 2004. He was 48 years old. Mark Bush, Ron's business partner, plans to continue the vision and will be embedding an 'In Loving Memory of Ron L. Jones' file to the next revision of the product firmware.



## Minority Business Opportunity Day 2004

Here are some photos from the Southern California Minority Business Development Council (SCMBDC) 35th annual Minority Business Opportunity Day (MBOD) on February 26 in Industry Hills, California.

**American Honda**, one of the sponsors for **MAKING IT!**, was featured prominently at the MBOD conference. In front of the Honda booth are **Sharon Johnson** of **S & A Creative Cuisine**, **Tony Piazza**, Assistant Vice President of HR/Administration at **American Honda**, and **Leonard Ortiz** of **Novacoat**. Sharon & Leonard are both previous guests on **MAKING IT!**



The team at **Sempra Energy** from left to right: **Ronnie Suela-Paoletto**, Market Advisor, Commercial & Industrial Markets; **Lynn Greenwade**, Buyer, Supply Management; **Yolanda Padilla**, Supplier Diversity Manager, Diverse Business Enterprises; **John Bryan**, Principle Contracting Agent, Supply Management; **Jaymee Lomax**, Supplier Diversity Manager, Diverse Business Enterprises.

**Julianne Beaupre**, Strategic Sourcing Manager for the **WB Procurement Group** and **Greta Davis**, National Director of Supplier Diversity at **Time Warner**.

# MBOD 2004



## RECENT VISITORS TO THE MAKING IT! OFFICE

To the left are our guests from **The Boeing Company**: **Dianna Ramirez**, Communications Specialist and **Jim Bafaro**, Manager of Supplier Communications (at their headquarters in St. Louis).

To the right, **Portia Rugon**, National Supplier Diversity Manager at **Washington Mutual** visits us with her daughter and friend.



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# DEVELOPING A WINNING TEAM!

by Crystal Murphy

NBC's reality TV show *The Apprentice* has generated a lot of interest. Though the show centers around Donald Trump, the teams of competitors share the spotlight, as well. While these teams work together to complete a task Trump gives them, they are competing against one another to get a six-figure job. Perhaps one reason this show is so popular is because viewers can identify with being part of a team while trying to get ahead individually.

In the show, whenever a team wins, the members celebrate their collaborative success. But teams can quickly fall apart due to general pettiness, unhealthy competition, and weak leadership. Unfortunately this happens too often, which makes some people reluctant to work in a group. But teamwork doesn't have to be negative... in fact, some things can only be accomplished with the efforts of an entire team! You can build a solid, winning team.

Here are a few ideas to build a great team:

- Build strong leaders and great players.

Strong leaders inspire and motivate their teams. Great team players can effectively get a job done.

- Communication. Listen actively to what people are saying. Build rapport with people you would normally clash with. It's the best way to avoid counterproductive activity. Offer constructive criticism. Be honest without being rude. Listen to others' suggestions thoroughly, even if the idea is not the best one... it could spark another idea!

- Share the responsibilities. Give team members the chance to shine! Delegate the responsibilities, but if you are the leader, be willing to be accountable if things don't go well.

A lot can be accomplished through teamwork. Aside from a more even distribution of the workload and a plethora of ideas, teams can grow stronger with the variety of opinions from team members. Remember, some of the most successful companies began with a tightly knit team!

## CUT OUT FOR YOUR FRIDGE!



"I've always tried to go a step past wherever people expected me to end up."  
-Beverly Sills, Opera Singer

"Challenge is a dragon with a gift in its mouth. Tame the dragon and the gift is yours."  
-Noela Evans

For more inspiration, visit us at  
[www.MakingItTV.com](http://www.MakingItTV.com)

# WHAT'S COMING UP ON 'MAKING IT!'

## 3/21/2004: HEALTHY BUSINESSES

After many years of working as a registered nurse, **Linda Smith** noticed the strengths and weaknesses of her profession. One weakness was the substandard training of many entry level nursing assistants. Inspired by her desire to offer an affordable education to these individuals, Linda began working on a business proposal in addition to working her lengthy shifts. After receiving acceptance from the Job Training Partnership Act, Linda created **FOUR-D COLLEGE**, the first and only Black-owned, fully accredited vocational nursing school. Linda sacrificed and used the enrollment money from her business account to make it happen. Today, Four-D College has over 4,000 graduates in various healthcare fields and last year's sales topped over \$1 million.



**Dr. Leo Alonzo** came to America from the Philippines when he was 7 years old. After getting an engineering degree from the *University of Southern California*, he went to medical school and became an OB-GYN. When Leo joined a medical facility in Beverly Hills, he noticed that doctors needed better and less expensive software to help them manage their offices. Leo launched **MD SYNERGY**, a software development company

that enables doctors to do all office paperwork online including appointments and electronic billing. Leo's friends, family and local investors helped finance his company. Today the main challenge is managing the incredible growth for his company, which is mostly marketed through word of mouth.

## 4/11/2004: BUSINESS TRANSFORMATIONS (BOEING DEDICATED EPISODE)

**Theresa Cheng** of **APF Travel, Inc.** has adapted her business to accommodate mergers, recessions and terrorist attacks. In 1973, Theresa initially founded *Friend of China Travel Agency* to target the Chinese market. After gaining enough know-how and confidence, she opened two more agencies. By 1983 she underwent another transformation, merged all three companies into **APF TRAVEL, INC.** 10 years later, an account with *Rockwell International* changed her life and transformed her company to include a corporate division, Boeing being one of their major clients. Today, she has contracts with 25 major airlines globally, has 4 divisions--wholesale, corporate, government, and tour packages.

The imaging and printing company **DPI INTERNATIONAL** is among the many environmentally sensitive companies that has adapted to our changing environment. DPI INTERNATIONAL recycles toner cartridges for large corporations and provides them with all their imaging/printing needs. CEO **Reginald Dunham** wanted to work for the business not in the business, but he needed someone to take over the management. **Helene Sykes** joined the company and eventually took over running the business to allow Reginald to focus on marketing the company. Today the company grosses over \$2.8 million in sales, with over 28 employees, and three locations.







# CALENDAR OF EVENTS

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

## INTERNATIONAL FRANCHISE ASSOCIATION'S (IFA's) 44TH ANNUAL CONVENTION

**Where:** Las Vegas, NV  
**Date:** March 6-9, 2004  
**Contact:** [www.franchise.org](http://www.franchise.org) or 202-628-8000

## 2004 SALUTE TO WOMEN'S BUSINESS ENTERPRISES: THE ENTERPRISING ECONOMY

**Where:** Washington, DC  
**Date:** March 24, 2004  
**Contact:** 202-872-5515 x14

## 4TH NATIONAL MULTICULTURAL BUSINESS CONFERENCE

**Where:** Mashantucket, CT  
**Date:** March 17-19, 2004  
**Contact:** [www.diversitybusiness.com](http://www.diversitybusiness.com) or 203-255-8966

## INTRODUCTION TO ENTREPRENEURSHIP

**Where:** Los Angeles, CA  
**Date:** April 24, 2004  
**Contact:** [www.uclaextension.org](http://www.uclaextension.org) or 310-206-1689

## 'MAKING IT!' is California's #1 Small Business TV Show

Where can you see 'MAKING IT!' in your area?

**LOS ANGELES**  
KTLA - Ch. 5

**SAN DIEGO**  
KSWB - Ch. 5

**SACRAMENTO**  
KSPX - Ch. 29

**SAN FRANCISCO**  
KKPX - Ch. 16



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## 15 YEARS OF

